

Merry Christmas
To All

Sierra Madre News

SIERRA MADRE, CALIFORNIA—THURSDAY, DECEMBER 23, 1954

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To All

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This World

VIRGINIA JENKINSON

As the year closes, there are many changes on the face of downtown Sierra Madre. The new bank building is taking considerable form and although it will be sometime before you will be meeting your favorite cashier in the new structure, it has a walloping good start towards completion.

The other day the Rasmusen building also on Sierra Madre Blvd. had only its foundation in. It seems we had only to turn around to find that the north wall had been put in place and probably by the time these words are in the mail, the whole shell of the building will be completed.

Work on the new library continues to progress and Miss Lu Lu Moore, librarian says that she and her staff are getting along quite well in their temporary quarters in the new Sierra Mesa School.

There are other changes of minor nature and rumors of more to come, but all will add up to a more progressive looking town in 1955.

In several issues of the NEWS we have been able to provide a small sports section. This week it is not possible to do so. As an appeasement and a Christmas present to Bob Brogger, we asked this Grantland Rice of the NEWS to write a humorous bit on sports for page one. Imagine our surprise when we found that instead of a "funny" bit, he had done a factual story on sports. Here it is. We know if you read far enough you'll discover the "kick" line!

Major disappointment to the community during 1954 is the amount of time that has been taken to establish the badly needed parking areas. But it must be remembered that 1954 also saw fire and floods, the aftermath of which has been so extremely time consuming. It is certainly to be hoped that the long awaited parking situation will be completed during the early months of the new year. It is a crying need of both merchants and the general public!

Past Grid Season Proves Prognosticators Paranoia

By Bob Brogger

Football-wise, the year of 1954 was successful but very unpredictable. It was a good year for the box office sales and competition was good in every league throughout the nation. But it was truly a puzzling year. Never before has a pigskin season been so riddled with upsets, miscalculated predictions, and fantastically high scoring games. Hardly a week went by without some team coming up with a record or upset. But let's look back now at this crazy, befuddled season and renew the upsets that we saw on the sports pages every week.

Looking at the pre-season predictions, we see that UCLA was picked to be the 14th best team in the nation. But as you know, they wound up the top team in football circles. Oklahoma was picked to end up in the top spot with Notre Dame second. The Sooners of Oklahoma found themselves in third place at the close of the season, and Notre Dame landed in fourth.

Leading off the upset parade was the UCLA-Maryland game on Oct. 2 in the coliseum. The Uclans came out the winner of that game 12-7, which was called an upset then since Maryland the previous year was ranked the No. 1 team. But today it would be chalked up as another regular victory for the Bruins without any dispute.

A bigger, and more talked-about upset occurred the same week when the Boilermakers of Purdue trounced the talented Notre Dame team 27-14. Purdue who beat the unbeatable Michigan State last year, which went down in the record books as the upset of the season, really pulled a dandy when they beat the Irish. It was Leonard Dawson, Purdue's great sophomore quarterback, who made the victory possible, hitting his ends John Kerr, and Leonard Zyda with speedy, accurate passes that completely befuddled the Irish defense. That was the only loss for the Guglielmi-men all season.

Finish Debris Basins Ahead Of Schedule Increased Capacities For Flood Control

The Auburn, Carter and Bailey canyon debris basins were officially completed and turned over to the County for maintenance on Dec. 20. This good news was received at the NEWS office today from Col. Arthur H. Frye, Jr. of the U. S. Corps of Engineers.

The formal action of turning over the debris basins followed a mutual inspection by officials of the Corps of Engineers and the County on Dec. 16.

The contract called for completion of the basins by Dec. 15 and except for last minute cleanup jobs, the actual work was finished by Dec. 1, 15 days ahead of schedule, Col Frye reported.

The work was started in the middle of September in a race against the forces of nature and the three debris basins with the following increased capacity are now ready: Bailey has been enlarged to a capacity of 120,000 cubic yards and Auburn and Carter basins have capacities of 32,000 and 30,000 cubic feet respectively.

Hundreds See Nativity Scene In "Square"

The Nativity Scene in the Square continues to have hundreds of visitors each day. The scene which was purchased by the Chamber of Commerce this Yuletide and which will be there each year, was made possible through the efforts of these particular members of the Chamber: Mrs. Harold Roberts, Tom Schwartz, Al Morgan, Bob Green, Don Jackson, City Administrator Lawrence Bevington, Maggie Ascher, Ben Mobley, Sterling Ripple, Eve Thomas, and Joe Custer.

If you haven't seen it yet, be sure to come anytime, but it is most effective during the evening hours when the lights which have been very artistically placed above it, are on.

It is our understanding that the small building which was erected as a manger, will remain in the Square throughout the year, and that it will be used as a shelter.



Scene of the Nativity in Sierra Madre Square

A Merry Christmas

FROM ALL OF US

Edgar W. Jenkinson

Frederick Hawkins

Frederic Schweppe

Ray Cheroske

Leo Sharp

Virginia Jenkinson

Marjorie Thomas

Lucie Lubisch

Stanley Sands

Mrs. Leo Sharp

Richard Keller

Robert Brogger

Dorothy Hall

Sewall Clark

Joseph Collins

TO ALL OF YOU

"Room For The Christ Child—In Your Heart"

By Virginia Pittinger

Editor's Note: During the past year and more it has been the good fortune of the NEWS to publish letters and "vignettes" written by Virginia Pittinger who spent 18 months in Europe with her husband. The following article was slated for another "vignette", but after reading it, we realized that it must be our Christmas story! We feel sure you will agree with us when you read this beautifully told tale.

In 1946 I was involved in sending CARE packages to Greece. In 1952 I spent Christmas in Athens with Sophia, the woman to whom those packages had been addressed. And this is what she told me.

On Dec. 24, 1946, it had been raining all day. She, her sister, Kris, and her aged mother had sat bleakly in their cold flat waiting until it was time to prepare their meal of watered soup and go again to bed. There was no energy for anything more.

And then the package came. Sophia and Kris were hysterical with joy. They set the different cans and packages on the table and greedily planned the meals that they would prepare with them.

Then their mother spoke. "But of course you will share the food with others who are in need?"

"No! Why should we?" Sophia's voice was defiant. "Because it is right, but especially because it is Dec. 24th," the mother said simply.

"What is that to us? We are hungry!"

The old woman rose from her chair and stumbled on stiff legs to her room. When she returned she was carrying her Bible. Without any explanation she opened it and began to read.

"And she brought forth her first-born and wrapped him in swaddling clothes and laid him in a manger!" The thin voice paused. "Because there was no room for him in the inn. Do you hear, Sophia—and you, Kris—there was no room for him in the inn. Is it that there is still no room for the Christ child—not even in your hearts?"

The two younger women were silent. "Fill one of the

baskets with food and take it to the others, Sophia. Kris, you stay with me."

So Sophia set out alone in the rain. Wet and cross and miserable she went from house to house to give away the fine American food. Everywhere she was welcomed with tears of joy. And everywhere she felt a fool and a hypocrite. Finally she went to the last house with what was left of the food and rang the bell. There was no answer and she had turned to go on when she remembered that this was the house of a woman who had been her professor at college—a very old woman now.

Sophia tried the door. It was open. She went into the court and climbed the stairs to the rooms above. There, too, the door was unlocked and opened easily to her touch. In the bedroom at last she found the old professor, lying quietly in bed. Only her eyes moved.

"I have brought food," Sophia whispered.

"It is too late." The woman's voice was barely audible. "I am dying."

"No—no, it is not too late! I shall fix it for you at once. Wait—only wait." Sophia prayed silently as she prepared the soup. She spent two hours with the old woman feeding her slowly, as carefully and gently as one feeds a child. At last the woman slept. Still Sophia waited and still she prayed.

When the faded brown eyes opened again they rested on Sophia and the woman smiled. "God bless you!" A tear crept down her wrinkled cheek. "Were it not for you . . ."

Sophia shook her head. "It was not I—" A sudden embarrassment swept over her. How could she say that it was the Christ child in her mother's heart? Swiftly she bent over the starving woman. "I shall come again tomorrow," she murmured softly. "Tomorrow I shall bring more food for you, old one. Wait for me—promise."

The woman moved her head a little. "I shall wait . . ."

When Sophia reached this point she looked at me earnestly. "I came out of that house with a new prayer on my lips," she said. "A prayer that there would one day be room in my heart for the Christ child. But that there had been room

somewhere—anywhere—for that I was glad. "And suddenly I realized that the skies had cleared and the stars were shining." She smiled. "My mother had not read these words but all at once I found myself heart singing, 'Glory to God in the highest and on earth peace, good will to men.'"

'Thank You' To Council Gets Many Signers

If you have not signed the "Thank You" petition designed to show appreciation to members of the City Council and wish to do so, you may come to the NEWS office and add your signature to the one here.

The idea of saying thanks for the many hours of work spent by the Council members was originated by Col. Walter Thurner who has given petitions to representative civic and service groups. According to latest word from Col. Thurner, the combined "thank you's" will be presented at a formal ceremony at the December 23 meeting of the Council, with the presidents of the various organizations circulating the petitions present.

The petition reads like this: "A Thank You From Grateful Neighbors—To the members of the Sierra Madre City Council, individually and collectively: Charles E. Louk, Charles H. James, Harold F. Roberts, Lorne B. Pratt and David S. Wood.

"It is high time that we, your Sierra Madre neighbors, express our gratitude for the selfless service you are so cheerfully giving to your town and our town as members of the City Council—without one cent of compensation.

"It takes a particular type of patriotism to serve this community in the capacity for which you have volunteered. The responsibilities are great, the demands upon your own time are incalculable, the value of your work can not be adequately expressed in words—certainly not in dollars and cents. It seems to us that the least we can say or do is 'Many thanks and God bless you!'"

City Retirement Plan Nears Completion

Culminating six months study by City Administrator Lawrence Bevington and two years of careful consideration on the part of the City Council, the City Employees Retirement contract was tentatively awarded at a special meeting Saturday morning to the lowest bidder, the Connecticut General Life Insurance Company, Jack R. Tidmore, 15 E. Mira Monte, is the local agent.

Although there were several steps yet to be taken such as final formal approval of the contract by the Council, the City Attorney and the City Administrator, it is expected that the contract will be ready for study by Jan. 1 and that the plan will become effective then.

A general story covering the specifications and benefits as finally agreed upon will be published in the NEWS in a forthcoming issue.

Frank Parks Organizes Home Decorators

Sierra Madre has many beautiful Christmas decorations this year, but Frank R. Parks, 250 S. Mt. Trail, took some initiative and organized his neighbors—17 of them on South Mt. Trail, between Lowell and Orange Grove and now there is a whole row of wonderful front yard displays. Every house has an outdoor lighted tree and many of them have Santas, reindeer and snowmen. Be sure to include this area on your list while out viewing the Christmas decorations!

Scout Organization Solicits In Canyon

Newell Barrett, fund chairman of the Community Chest, stopped to say that the Boy Scout organization will continue to solicit funds for the Chest during the Christmas holiday. The total received to this point is \$6406.36 and it is hoped that the Boy Scout group working in the Canyon area will increase this amount by a healthy sum.

THE WEATHER		
	High	Low
Dec. 15	71	42
16	70	43
17	70	42
18	78	42
19	83	44
20	82	44
Rainfall		
Season to date	3.25"	
Last year this time	2.36"	

Joint Zoning Study Devoted to Parking Whitnall Representative Explains New Provisions

Some of the zoning changes recommended in the first draft of the zoning ordinance prepared by the Gordon Whitnall and Associates for the City were reviewed by Mr. K. Kalicka, representing the Whitnall organization, when members of the City Council and the Planning Commission met jointly Monday night at the City Hall.

More Helping Hands Needed For Float

Don't forget—the Sierra Madre Float Association needs your help. No commercial big brother comes to our aid this year—Sierra Madre is proudly presenting the 1955 float by its own efforts, as in past years before 1954.

So—telephone Walter H. Goodwin at CUster 5-9561 and tell him that on Dec. 30 and 31 you will participate in decorating the float entitled "Good Things Come in Small Packages." When you see it in the grand parade, you will be proud to know you had a share in making it, and, perhaps, a contributing share in the prize it wins!

Monday night's meeting was one of several sessions during which various sections of the ordinance will be studied. This week's sections were devoted mainly to off street parking of all areas, both residential and commercial, and all set backs and fences, walls and hedges in residential areas.

Provisions Not Retroactive
Mr. Kalicka said that the provisions of the new proposed zoning ordinance are not retroactive as far as existing buildings are concerned, unless the structure, including the surrounding wall, fence or hedge is a menace to health or safety. He reported that he believes the ordinance contains only provisions which are practical and reasonable.

Off Street Parking—Residential

Under the new plan, every residence must have provision for off street parking. Legal requirement includes parking space only; building a garage is at the option of the owner. The ordinance was written with two facts in mind—first, that the present law of the City of Sierra Madre prohibits all night parking on the streets; second, that the average ownership of automobiles in Southern California is 1.7 cars per family. Multiple unit dwellings are required to provide parking space roughly on this basis.

Off Street Parking—Commercial

It is not practical, said Kalicka, for the zoning ordinance to encompass the regulations for off street parking in the business district. The City is making a special provision for this by purchasing land and assessing each business establishment for its proportionate share, based on foot frontage, thus providing cooperative parking space.

It was pointed out at the meeting that this form of parking is more economical and efficient than any that might be provided by individual merchants. Under the proposed new regulations, the individual merchant may provide additional parking if he wishes, but the ordinance provides that each car space shall contain not less than 170 sq. feet and that it be at least 8 feet wide and must have its own means of ingress and egress. All parking lots must be surfaced sufficiently to be reasonably free from dust and mud and must have adequate drainage. Commercial parking lots abutting residential lots must have, at the boundary between them, a wall, fence or ledge, not less than four feet high.

Dwellings, Lots, Fences

An important provision covering building situations in which a property owner builds across two lots or more is also covered. It is the consultants' opinion that the two or more lots must be considered as one lot.

The authors of the ordinance recognize that there are many special problems in Sierra Madre, due to the terrain, and it has been written with these irregularities in mind.

In general, homes should be set back from the front property line a distance of 25 feet. Variations are essential, however, when existing houses in the immediate neighborhood are set back a greater distance.

With some exceptions for corner lots and unusual situations, fences, walls or hedges are limited to six feet in height around the rear yard of the property and 42 inches at the front and along that part of the lot sides which are in front of the house.

Obstructions on corner lots which interfere with clear vision at intersections are a menace to safety and must be removed within a reasonable time after the effective date of the ordinance.

The public is invited to attend future study sessions of the Council and Commission and to learn the recommendations as they are evaluated.

Bank To Close Next Two Friday Nights

The Bank of Sierra Madre will be closed for the next two Friday evenings which are Christmas Eve and New Year's Eve.

500 Petitions Sent Out To Pet Owners

Local Group Asks City To Change Pound Contract

The relative merits of dog pounds in San Gabriel and Pasadena continued to be a major issue among many owners of dogs and cats in Sierra Madre this week.

The subject of changing the City's contract was brought to the attention of City Council several weeks ago and again at the December 14 meeting when a group of pet owners headed by Mrs. Virginia Miller, Dr. A. O. Demelle and Mrs. Mabel Miller charged that conditions at the San Gabriel pound were "deplorable and inadequate."

Operators of the San Gabriel pound refuted the charges made by the Sierra Madre group, pointing to the facts that they are members of the Humane Society and that the pound undergoes periodic checking and that if the charges were true, they would not be allowed to operate.

Early this week, 500 petitions were sent out to animal lovers by Mrs. Virginia Miller, 91 Auburn Ave., asking for signatures of persons seeking a change to be presented to the City Council at its regular meeting December 28.

Switching of the contract would mean an increase of \$25 a month to the City. The Council at its meeting of December 14 agreed to make a complete study of the situation.

Teenagers To Hold Holiday Dance Dec. 30

Sierra Madre parents just like parents all over the world want their children to have happy holidays. They want the security of knowing that the kind of fun they are having is both a healthy and an adequate release for youthful zest.

That's why the Teenager dances sponsored by parents of teenagers in Sierra Madre are so fine and should be well attended.

This year's post Christmas dance will be held in the Sierra Madre school cafeteria Thursday night, December 30, according to announcement by Phil Mitchell. The dance will start at 8 o'clock and the final strains of the music will be heard at 11.

This year's event will have as its chairman, Mrs. Edith Dane. Sports clothes can be worn and both girls and boys should come stag, it is announced.

The three piece band that has played for many of the successful dances held for the Teenager group will be there and Jimmy and Brenda Schaefer will sing.

The record player will play during the band's intermission and numbered among the dance music to be played by way of the player are: Mexican Raspe, Bunny Hop and Hokey-Pokey.

It will be festive and fun! Be sure to see that your teenager is present!

Watch That Railroad Crossing
Fourteen hundred persons were killed in the United States during 1953 as a result of accidents in which a motor vehicle collided with a railroad train, reports the N.A.C.

Mrs. Ida Lake, 82, of Sterling, Ill., arrived by plane last Tuesday to visit her son and daughter-in-law, Mr. and Mrs. Oscar M. Lake, 566 Las Rocas. The visitor will spend the holidays in our area before enplaning for home.

Lee Shippey asks What Do You Think?

Editors' Note: The opinions expressed in Mr. Shippey's column are not necessarily those of the editors and publishers of the NEWS. If you disagree with Mr. Shippey, who asks, "What Do You Think?", please address your letters to this paper or to Mr. Shippey. It is the intention of THE NEWS to stimulate provocative thought and what YOU think is an important part of our program in presenting both sides to public questions of the day. Naturally, we cannot use letters which are abusive or unsigned. We not only invite, but encourage you to use our "Letters to the Editor" column.

influence, general admiration and esteem. A few of us knew that James H. Richardson, city editor of the Los Angeles Examiner, who lives in the Oaks and is halfway a Sierra Madren, was that sort of man for there were many admiring inner-circle legends about him. But now he has told all in his remarkable new book, "For the Life of Me," published this month. As a newspaper story, it has "The Front Page" backed off the boards, for this is truth, not fiction. And as behind-the-scenes views of many famous incidents in Southern California history in the last 40 years it is impressively revealing. I can't think of a better Christmas present for any man, or for almost anyone who wants to know what a lot of things are all about.

Let me repeat what I said

last year. The real Christmas trees our merchants and the churches have set out to decorate our business area seem to me many times as pleasing as the phony decorations on Hollywood Blvd. and districts which imitate it. And if all of ours were only growing trees they would be still better. I'll never be happy until we go on a tree-planting binge in our town, for it can never be quite as charming as it should be until we do. I never walk from the Triangle up to the Postoffice without thinking how lovely that street would be if trees like those in front of the Medical Center lined both sides of it all the way. The places where there aren't any trees stand out like a dozen missing teeth.

Christmas is a love-inspiring, glorious institution. But one of the grandest things about it is that it comes but once a year. Merry Christmas.

Penny Ward Marks Seventh Birthday

Penny Ward, daughter of Mr. and Mrs. Clifford C. Ward, 209 W. Highland, recently celebrated her seventh birthday at a luncheon and theatre party.

Among those in attendance at the happy event were Barbara Colvin, Cheryl Fletcher, Roberta Goldberg, Diantha Cochran, Elissa Eastwood, Karen Kelch, Ariel and Boopsie Dougherty, and Kristin Brown.

WCTU Meeting To Be Held December 30th

The Harter Woman's Christian Temperance Union will hold the regular December meeting on Thursday the 30th, 2 p.m., at the home of Mrs. Albert Paus, 282 San Gabriel Ct.

Each month a synopsis is given of a chapter in the book, "The Fruit of the Vine". The author, Grace Turnbull, is a well known sculptress of Washington, D.C. and is recognized to be outstanding for her broadminded and tolerant attitude. Mrs. Paus will be reviewing the fourth chapter at this session and other features will be included in the program.

Santa Claus Assists At Civic Club Event

Civic Club members and friends gathered in the Square last Saturday night to witness Santa Claus drawing the lucky number for the Westinghouse Electric Roaster which was donated to the club by the Hawk's Division of the Sierra Engineering Co.

The winning number was held by R. F. Kingsley and was sold by LeRoy Toms. Proceeds from the sale of the tickets will be used by the club for their philanthropic program.

For all of the news, subscribe to the NEWS. 52 informative issues for \$3.

Breakfast For Gamma Phi Betas

To highlight the spirit and gaiety of the Christmas season, Pasadena Alumnae of Gamma Phi Beta will stage a breakfast party on Dec. 30 at the home of Mrs. John Wilfong, 3250 Mesaloe Lane, Kinneloa Mesa. Active Gamma Phis of

the Pasadena area who are home for the holidays and Gamma Phis here from Ohio State will be honored.

Mrs. Hoyt Martin, chairman of the affair, will be assisted by Mrs. Dexter Barrett, Mrs. William Fritz, Mrs. Bjorn Olson, and Mrs. John Krehbiel.

Mary Spears of Sierra Madre will be among those taking part in the day's festivities.



Holiday Greetings
We wish a season of Joy
for our many
customers and friends.

**MIKE'S
BARBER SHOP**



Everything you want for grand Christmas eating
...at Safeway!

FANCY TURKEYS

For perfect-eating turkey the easy way—select a ready to cook turkey from Safeway. These birds are completely cleaned. No muss, no bother for you. You can have them in the oven in a jiffy and Safeway guarantees every bird to be tender and juicy and wonderful eating.

HENS All sizes. **49¢** **TOMS** All sizes. **39¢**
Popular brands, Gov't Grade A. Eviscerated, plump, tender.

**EVISGERATED CHICKENS, DUCKLINGS, GEESSE
and MIDGET TURKEYS ALSO AVAILABLE.**

Additional Meat Items

HAMS Popular Butt brands, half, lb. **57¢** Whole or Shank half lb. **53¢**
Fancy skinned, 12-16-lb. average. Short shank.

ROUND STEAK (Bone-in) **75¢** **BONE IN** **69¢**
USDA CHOICE BEEF.

WILSON'S CANNED HAMS Tender 6-lb. can **5.49**
Made in U.S.A.

HALIBUT STEAKS Captain's Choice, lb. **49¢**

PURE PORK SAUSAGE Visking Roll, lb. **49¢**

SLICED BACON Marrell Yorkshire, Kingan Circle "K", lb. **49¢**
Dubuque Grade "A" Quality in Heat-sealed package, lb., 59¢.

FRESH OYSTERS Captain's Choice, 12-oz. jar **49¢**
Freshly made from selected beef. Packed in Visking.

GROUND BEEF lb. **39¢**

COFFEE VALUES

Nob Hill Coffee 1-lb. bag **94¢**
Top quality in paper bag.

Airway Coffee 1-lb. bag **92¢**
Mild blend of choice coffees.

Pennant Coffee 1-lb. bag **89¢**

Instant Coffee 2-oz. jar **59¢**
Edwards 100% Pure.

Edwards Coffee 1-lb. can **99¢**
Drip, Regular and Fine

For the Holiday Bird

Poultry Stuffing Cubbison Brand, 4-oz. pkg. **49¢**

Bell's Poultry Stuffing 6-oz. pkg. **16¢**

Poultry Seasoning 1-oz. can **15¢**
Crown Colony Brand

For Baking

Shortening Royal 1-lb. 3-lb. **79¢**

Gold Medal Bisquick 40-oz. can **39¢**

Granulated Sugar 5-lb. bag **49¢**
(10-lb. bag, 98¢.)

Crown Colony Nutmeg 1 1/2-oz. **15¢**

Ballards Biscuits 2 8-oz. pkgs. **23¢**

Buttermilk Biscuits Pillsbury 2 8-oz. pkgs. **23¢**

Other Holiday Values

Cranberry Sauce Ocean Spray 7-oz. can **10¢**

Niblets Corn Vacuum pack 2 7-oz. cans **19¢**
2 12-oz. cans, 27¢.

Cragmont Beverages 32-oz. bot. **15¢**
Assorted Flavors. (Deposits extra)

Mince Meat Borden's None Such 9-oz. pkg. **25¢**
28-oz. jar, 49¢.

Star Kist Tuna Chunk Style 6 1/2-oz. can **29¢**
Solid pack, 7-oz. can, 33¢.

Pitted Olives Ebony Large Ripe 7 1/2-oz. can **25¢**

Marshmallows Fluff-i-est 1-lb. bag **23¢**

Cream Cheese Philadelphia 8-oz. pkg. **30¢**

Chee-Zip Spread 3-oz. pkg., 2 for 25¢. 8-oz. jar **25¢**

ROXBURY CANDIES

Satin Mix 1-lb. pkg. **25¢**

Chocolate Drops 1-lb. pkg. **39¢**

Chocolate Cherries 1-lb. pkg. **67¢**

Peanut Clusters 7 1/2-oz. window box **39¢**

Almond Clusters 6-oz. pkg. **47¢**

Nuts & Popcorn

Popcorn Sunny Hills Yellow or white 1-lb. pkg. **17¢**

Popcorn T-4-T Yellow or white 10-oz. can **17¢**

Mixed Nuts LA Nut Fancy 1-lb. bag **39¢**

CIGARETTES

In Christmas wrapped cartons

Popular brands. per **1.71**

Regular size. ctn.

KING SIZE

Full Mall, Raleigh, Cavalier, Chesterfield, Old Gold, Kool, Philip Morris ctn. **1.71**

ctn. **1.77**

Bel-Air Frozen Foods

Premium Quality... Special low price

Sliced Strawberries 10-oz. pkg. **21¢**

Frozen Peas 2 10-oz. pkgs. **29¢**

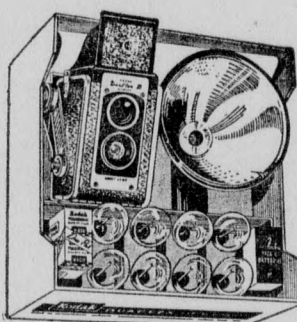
Holiday Fruit Cakes

Holiday Fruit Cake 5-oz. ring **79¢**

Sliced Fruit Cake 3-lb. ring **1.49**

Sliced Fruit Cake Curtis baked 14-oz. bar **79¢**

GIFT HIT FOR YOUNG or OLD



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A grand gift which features Kodak's popular reflex-type camera. Also included with each outfit: Flashholder with Flashguard and batteries, 8 flash bulbs, 2 rolls of Kodak Verichrome Film, plus a valuable picture-taking booklet. Complete, \$21.75, including Federal Tax. See it here.



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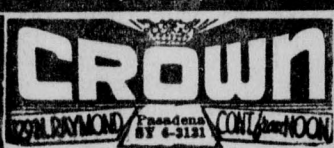
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"BOUNTY HUNTER"

WALT DISNEY'S

"FUN FESTIVAL"

EVERY AFTERNOON

at 1:30 P.M.

MON. - TUES. - DEC. 27-28

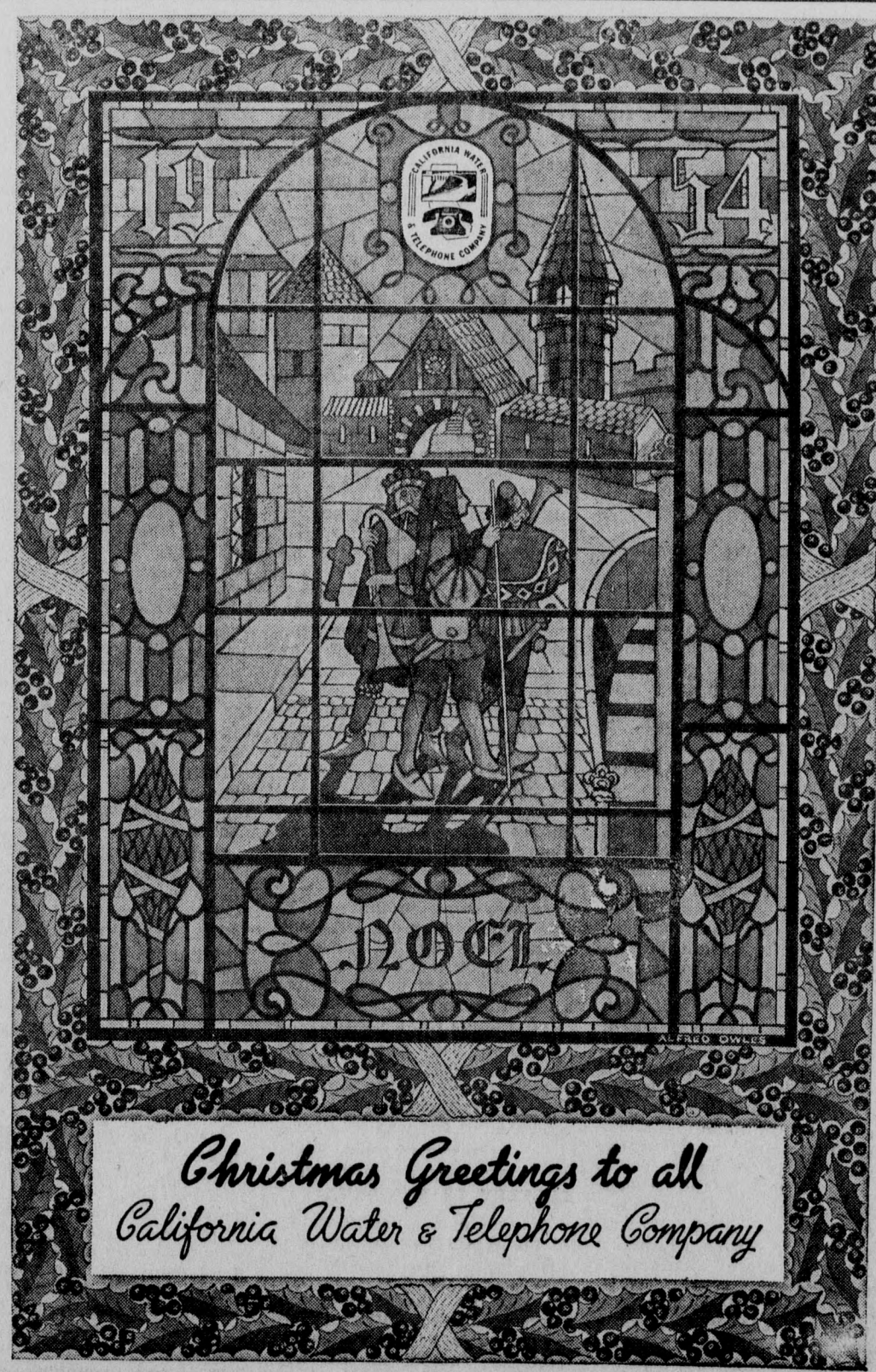
"PETER PAN"

WED. - THURS. - DEC. 29-30

"PINOCCHIO"

FRI. - SAT. - DEC. 31 - JAN. 1

"ROB ROY"



**Christmas Greetings to all
California Water & Telephone Company**

OPEN FRIDAY NIGHT TILL 9 P.M.
Your Nearest Safeway 110 W. Sierra Madre Blvd., Sierra Madre

Progress Of The National Atomic Energy Program Told

By Lewis L. Strauss
Chairman, United States Atomic Energy Commission

In recent months, matters of security and legislative policy have so occupied the public that progress of the national atomic energy program as detailed in the recent Sixteenth Semiannual Atomic Energy Commission Report to Congress has tended to be obscured. I would like to summarize this progress briefly.

The major effort of the Commission necessarily is devoted to making the maximum contribution to our national security. During the first six months of 1954, weapons research and development included a test series with thermo-nuclear devices at our Pacific Proving Ground. The tests were successful and added measurably to our military posture.

Also, work neared completion on the power plant for the U. S. S. NAUTILUS, the first nuclear-powered submarine which was launched last January. Steady progress is being made on the prototype of the second type of reactor for the U. S. S. SEA WOLF.

On the non-military side, this same six-month period saw the launching of the first full-scale experimental civilian nuclear central power station. Ground is to be broken shortly near Pittsburgh, Pa., for construction of this plant by the Duquesne Light Co., which is participating in the financing of the project. In California, North American Aviation is to contribute to the cost of a \$10 million pilot reactor using the sodium graphite technology — one of the promising approaches to the goal of economic nuclear power.

Both the progress in weapons and the availability of fissionable material for the nuclear power development depend on the atomic "production line" which starts with the acquisition of the raw material, principally uranium ore. The first half of 1954 saw our domestic ore production attain record levels while ore from foreign sources continued to increase. Exploration by the government, private mining companies and individuals stood at an all-time high in the U. S. Increased plant capacity is making it possible for this mounting ore supply to be processed into fissionable material.

And we are pleased to report, as new plans authorized by Congress are brought into operation, lower costs are being achieved.

There has been comparable progress in other areas of the Commission program such as basic research, agriculture, biology and medicine. In the Spring, the world's largest particle accelerator — one of the complex machines needed to probe further into the still mysterious forces in the nucleus of the atom — went into operation at the Radiation Laboratory at Berkeley, operated for the Commission by the University of California.

The Semiannual Report described promising studies on the effects of all types of ionizing and non-ionizing radiations on man, animals and living plants. In the applied field, industrial uses of radioisotopes continued to expand and industry soon will have available powerful sources of direct radiations for its research.

Largely as a result of progress in construction of plants, laboratories and equipment, the capital investment in atomic energy facilities is estimated to have reached about \$5.7 billion dollars.

In sum, we in the Commission have the conviction that this vast and varied program is continuing to add vitally to our national security; to provide stimuli for basic and applied research in many areas and that it is opening up new opportunities for private industry in the atomic age, especially in the field of nuclear power.

Change Brake Technique

Any time you start driving over a gravel road, it will pay you to remember that such driving calls for a different braking technique from that used on a hard surface highway. Generally speaking, a lighter pressure on the pedals is needed to avoid locking the wheels and thus causing the car to slide on the loose surface. The pebbles under the tires, points out the National Automobile Club, are likely to act as small wheels upon which the car will roll much farther than it would on concrete or asphalt.

Congressman Edgar W. Hiestand REPORTS THE WASHINGTON NEWS

THE COMMUNIST MENACE

By Herbert Brownell, Jr.
Attorney General, Department of Justice

(Guest Columnist for Representative Edgar W. Hiestand)

Communism is today the greatest threat to freedom. We need only look overseas for evidence of the slavery, of the full degradation of man, that results as the Kremlin tyrants overrun what were once free nations.

The Communist state is a police state. Under our way of life, our supreme values are the worth, the dignity, the liberty of individual men and women; under Communism, these things count for nothing.

The Eisenhower Administration is fully alert to the Communist menace in this country and is dedicated in its determination to destroy it. The Justice Department including the FBI and the newly formed Internal Security Division, is playing a major role in this effort.

In 1953 and so far in 1954, we have more than doubled the pace of our Government's attack on subversives. We have obtained convictions of 41 active Communist leaders. They have been sentenced to prison for conspiring to overthrow our Government by force and violence. In addition, 35 others have been indicted in recent months and are on trial or soon will be.

Other moves by the Department of Justice have resulted in the deportation of 105 alien subversives and the filing of denaturalization proceedings against 40 Communists. Two others were convicted of spying in behalf of Russia and 12 Communists have been convicted of perjury or false statement charges.

Our objective is to cripple the domestic leadership of the Communist Party and thereby destroy its effectiveness. Our fight thus far has been vigorous and successful.

We are proceeding with a careful regard for individual rights, and in full accordance with the American tradition of due process of law.

Ours is a positive program. It is not enough that we are against Communism. We must be that and much more. We must be affirmatively for the principles enunciated in our Constitution which protect our freedom — in our every word and deed.

VIVECA LINDFORS, Hollywood actress — "I'm always nervous when I get married."

Pendulum Literary Magazine Published By Cal Tech Students

Pendulum, literary magazine published by students of the California Institute of Technology, has entered its fourth year of publication with distribution of the Autumn, 1954, number today.

The issue was edited by a board of student editors including Charles A. Bodeen, Mike Boughton, Russ Hunter, and James Short.

The fall Pendulum features an abstract geometrical cover design by Bodeen, who also contributed several cartoons. A satire by Harvey Frey, essays by Jerry Peck and Barrett Miller, and stories by Walter Weiss, Kim Malville, Bob Defeyes, and Frank Albini are included. Joseph Fineman contributed short stories and poetry and Jay Glaser, a short sketch and poetry. A drawing by Weiss and a series of pen and ink abstractions, "Variations on the Bracket," by Tom Slanger complete the issue.

Bodeen, who lives at Blacker House on the Caltech campus, is in charge of sales and subscriptions to Pendulum.

CARD OF THANKS

The family of the late Marion L. Hays wish to thank each one for their kindness in their bereavement:

The Masons of Sierra Madre Lodge, F. & A. M. No. 408, who conducted the service;

The firemen and city employees;

The pall bearers; Mr. Ripple and associates; and those who sent messages and flowers.

Mrs. Marion L. Hays
Mrs. Kenneth S. Pickett
C. Kenneth Allen
The Hays family.

Chemicals and other allied products is the only group in the 72 industrial classifications of the U. S. Department of Commerce which supplies products to every other group.

Call in your news to us.

Santa Anita Park Epic 18th Racing Season Opens Dec. 28

Santa Anita Park on E. J. (Lucky) Baldwin's historic old rancho in Arcadia opens its 18th Thoroughbred racing season on Tuesday, Dec. 28, with a million-dollar program of 29 stakes, including 7 on the spectacular hillside and infield Camino Real Turf Course. It will be an epic milestone in Santa Anita history, marking "20-years-after" its 1934-35 inaugural meeting.

Outstanding attractions of the \$20,000 Palos Verdes Handicap on opening day; the \$25,000 California Breeders Trial Stakes on Friday, Dec. 31; and the double features of the \$25,000 Malibu Sequet Stakes and the \$25,000 San Pasqual Handicap on Saturday, Jan. 1, will usher in the sport.

Banner attendance for the 50 racing days, including Charity Week and extending through March 5, is expected to attract upwards of 1,500,000, many from out-of-state. Gates are to be open at 11 a.m. with the first race starting at 1 p.m.

Leading Thoroughbreds and jockeys from this country and a record number of foreign stars are already on the grounds training for the six major Santa Anita stakes, which will be presented as follows in the order of their runnings:—

Saturday, Jan. 29—Estimated \$180,000 Santa Anita Maternity; Saturday, Feb. 5—\$50,000-added Santa Margarita Handicap; Saturday, Feb. 12—\$50,000-added San Antonio Handicap; Saturday, Feb. 19—\$100,000-added Santa Anita Derby; Saturday, Feb. 26—\$100,000-guaranteed Santa Anita Handicap; Saturday, March 5—\$100,000-added San Juan Capistrano 'Cap., about 1 1/4 miles, to be run on Camino Real Turf Course.

Double features of turf and dirt-track stakes will be presented on other Saturdays during the winter, and there will be a series of Wednesday stakes on the schedule of five-race-days-per-week, Tuesdays through Saturdays.

GOV. GOODWIN J. KNIGHT, at AFL Santa Barbara convention—"The unemployed worker in California today receives more in insurance money every week than the average Russian worker receives for a full month's hard labor."

SIERRA MADRE NEWS—3 Thursday, December 16, 1954

MRS. P. D. BEVIL, Sacto, State PTA pres. — "Public schools can do more, in a non-sectarian way, to instill an appreciation of religious beliefs."

to our friends, at

Christmas

a JOYOUS HOLIDAY SEASON!

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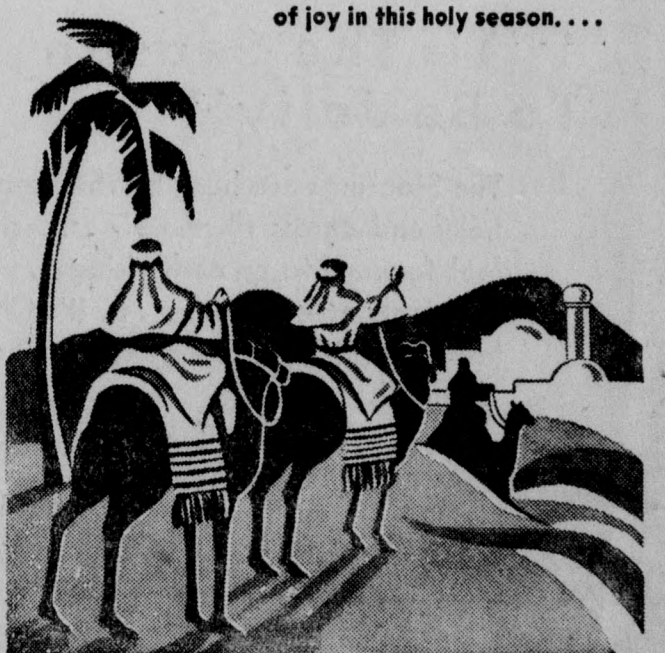
Merry Christmas

Each of us here send to each of our many loyal customers the warmest wishes of the Yule Season . . . "Serving you has been a real pleasure."

RALPH'S SHOE STORE

Merry Christmas

As the Three Wise Men sought and found, so may all of our friends find the greatest measure of joy in this holy season. . .



SIERRA MADRE HARDWARE CO.

Greatest Array Of Parade Horses In 66th Rose Parade

The greatest array of parade horses ever assembled on one occasion will appear in the 66th annual Tournament of Roses Parade on New Year's Day. It was announced today by Russell Stapleton, chairman of the Equestrian Committee.

Horseflesh and trappings will exceed a value of \$3,500,000. Stapleton stated, and horsemen will travel here for the Rose Parade from widespread parts of the nation.

Stapleton said that 200 riders appear in the Rose Parade by invitation only, adding that

each must meet specific requirements as to quality of tack included in saddle, bridle and personal gear.

Among the riders coming Arthur Miller from Omaha, Nebraska and Mr. and Mrs. Keith Moon from Klamath Falls, Ore.



Christmas Cheer

Happy holiday to all! We are grateful for your loyalty in the past and wish you and all your loved ones — A Very Merry Christmas! . . .

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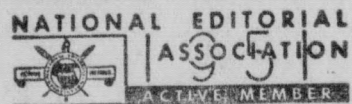


It is with humility that we thank our many customers for their continued patronage -- and it is with sincerity that we extend to all our wishes for a VERY, MERRY CHRISTMAS!

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COMMERCIAL • SAVINGS
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SIERRA MADRE NEWS

9 Kersting Court Sierra Madre, Calif. C.Uster 5-3324
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Marjorie Thomas.....Society Editor
Richard Keller.....Advertising Manager
Frederick Hawkins.....Plant Superintendent

If You Want To Be Alive In '55 Be Careful How You Drive

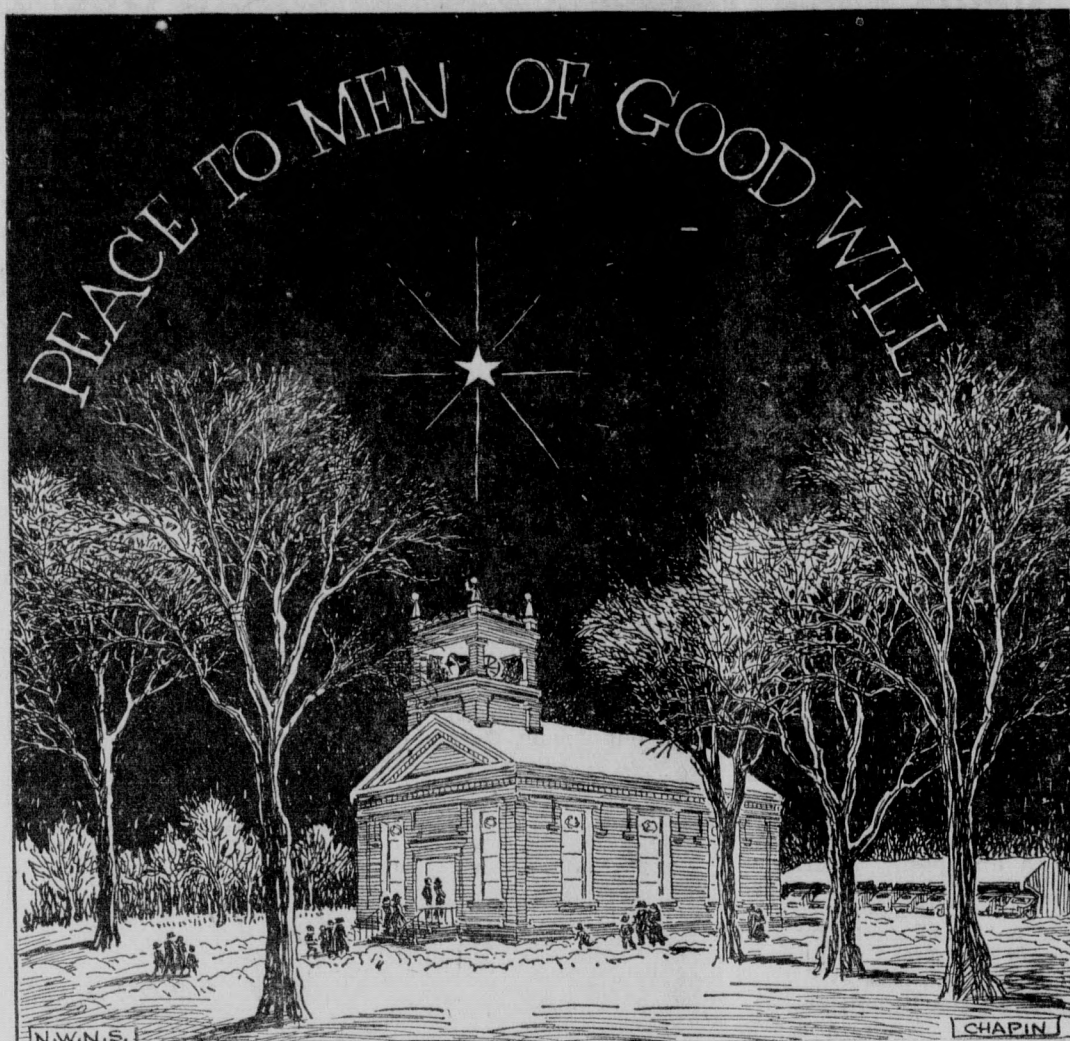
"Stop the drunken driver before he has a traffic accident and we will keep our Christmas and New Year traffic toll below the yearly average," declared California Highway Patrol Commissioner Bernard R. Caldwell today as he reviewed the Patrol's plan for an all out attack on traffic accidents during the coming holiday season.

"Drinking is a major factor in traffic accidents every Christmas," said Caldwell. "With the increase in parties and celebrations there is more drinking and the trouble starts when persons who have been drinking venture out in traffic. The Patrol will have every available officer on duty during the holiday season, and the best advice we can give is, if you drink, stay out of the driver's seat and be careful when and where you walk. In fact, every celebrant should keep in mind that drunks may wind up in one of three places, jail, hospital or morgue."

"To put it bluntly, if you want to be alive in '55, be careful how you drive."

Nature is right in her choice of color for snow, according to 97 per cent of the folks who bought artificial snow in aerosol containers last year. While the synthetic flakes were offered in a variety of colors, the overwhelming majority of buyers preferred them in white.

CHRISTMAS MESSAGE, EVER OLD, EVER NEW



Your PRE-SCHOOL Child

by MRS. MARJORIE GREEN
Director of Sierra Madre Community Nursery School

Christmas And The Young Child
As Christmas approaches children often become completely absorbed in what they are "going to get." Many adults upon encountering a small child feel impelled to ask, "And what do you want Santa Claus to bring you?" Christmas presents are even used as a bribe or threat by some. "If you are good, you will get a new doll." "If you are naughty Santa Claus will not bring you that triecycle." At the mere mention of Christmas a chorus of little voices cry out, "I want, I want," etc.

The department stores present a confusing assortment of Santa Claus who fool no one and often frighten the younger ones.

Since it is during the early years that children learn values and develop attitudes, perhaps we need to re-examine the "Christmas spirit" that we are passing on to our children.

Receiving presents is certainly a child's heritage at Christmas time, and in the preceding articles we have stressed the importance of giving children good toys. But if we confine our efforts only to the giving of material things, we are de-

St. Rita's Children At Christmas Party

The children of St. Rita's School held a merry Christmas party on Friday afternoon, December 17. Children in all of the grades assembled on the playground at noon to sing Christmas carols and to present their gift to the Sisters of the school.

Later they separated and each grade went to its own room where individual programs and games were played. Santa visited all rooms with a gift for everyone. Refreshments were served by the room mothers with Mrs. Tom Marchine in charge.

priving our children of many happy and enriching experiences.

Christmas for the child can be a joyous time of doing things together as a family. It is a time of family gatherings, of gaily wrapped mysterious packages hidden in drawers and finally heaped around the beautiful Christmas tree. It can provide an opportunity to expose children to beautiful music. (Both radio and television offer excellent Christmas music, but carols played on the piano or sung at home, school and church are even more impressive and linger in the child's memory.) It is a time when good things to eat are being made and tantalizing smells come from the kitchen.

Do you let your children help you make cookies, cut evergreens and red berries and drape them over the mantle? Do you let them help buy the tree and assist in decorating it? Do you let them take their nickels and dimes to the Dime Store and buy presents for grandparents and for other children in the family? Even very young children enjoy giving.

If you are of the Christian faith you will let your children participate in the church celebrations according to their age and understanding, and you will perpetuate these religious observances in your own home.

We hope you will not become so busy and rushed, and therefore so tired, that the children irritate you and you announce that you will be "glad when it is all over!" We denounce the commercialization of Christmas, but we are the ones who commercialize it by putting too much emphasis on the commercial aspects. (Read "Let's Keep Christmas," reprint of a sermon by Peter Marshall, published by McGraw-Hill, 1953.) The spiritual and aesthetic values inherent in the Christmas season, the love and unity within the family on Christmas day, will be remembered long after the toys are discarded. The child will carry such memories into adulthood and they will become a basis for attitudes toward the future family he will establish.

Letter to the Editor

It was our privilege to have known personally, Mr. Woodson Jones, one of Sierra Madre's most loved business men, for many years. We all miss him. I am sure. He was always right there to give a guiding and helping hand in all the little things that count. He seemed to have a touch from the Master's Hand.

Mr. Woodson Jones never made a million dollars in his business. Perhaps he could have. But he chose rather to be careful in all the little things and be content with the residue, regardless of where the chips would fall. He said however, as a result, make almost a million friends.

Let us pay tribute to truly a great man. Our lives have been made happier and richer for having known such a precious soul as Mr. Woodson Jones.

Raymond V. Jones.

Campfire Log

MERRY CHRISTMAS everyone! All the Camp Fire girls and Bluebirds are working in greatest secret amid tinsel, glitter, and sequins on Christmas projects for their families.

The 6th grade A-O-Wa-Ki-Ya girls will meet with their leaders, Mrs. Wm. Waite and Mrs. Harold Drury, on Dec. 20th to attend Snow White at the Pasadena Community Theater and then meet for refreshments and more Christmas project making afterwards.

Have you met Sierra Mesa's new second grade Bluebird group, the HAPPY BLUEBIRDS? Their members are Judith Ann Nordyke, Polly Walker, Kathy Kindrick, Penny Powers, Michele Redman, Mary Fox, Penny Schoenmehl, and Lauren Davidson. They are busy making "Sh! It's a secret!" as Christmas surprises for their families under the capable leadership of Mrs. Virgil Nordyke, assisted by Mrs. Wm. Kindrick and Mrs. Jack Walker.

LET'S GO SWIMMING ... in your back yard!!!

A FULL SIZE SWIMMING POOL—6'8" deep, 14 1/2' wide, 27' long, for \$1595 completely installed with Filter—or... buy the KIT for \$695 and do it yourself! To see models shown in Glendale area call CI. 4-5122; also models at:

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OUR CHRISTMAS GREETINGS TO ALL OF YOU WHOM WE HAVE SO ENJOYED SERVING...

ROYAL DRUGS

Merry Christmas to all...

MACK'S GARAGE



"Tis The Season To Be Jolly"

The Stockings are hung by the fireplace with care... holly and carols fill the air... children expectantly look forward to an early rising... happy adults smile knowingly at each other... it's Christmas! May our love and faith in HIM bring Peace on Earth to men of Goodwill.

A Merry Xmas To All

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DR. L. A. DuBRIDGE, San Luis Obispo, Cal Tech scientist —"We know little about nuclear physics—and we understand only a little of what we know."

DR. NADINA KAVINOKY, L. A. Gynecologist—"Medical science is being humanized especially obstetrics. We even recognize emotional factors in recovery from a broken leg."



WANT TO FIND IT?—LOOK IN THE WANT ADS

Santa Anita Park's TRADITIONS OF THE TURF



GRAND OPENING...

Another opening day, renewing all the thrills and color of Thoroughbred horse racing, is at hand at beautiful Santa Anita Park. Since its inaugural meeting 20 years ago, Santa Anita has given the Southern California public the very finest presentation of the "Sport of Kings". The exciting 50-day winter meeting of 1954-55, marked by a number of thrilling grass-course races, will prove no exception. Don't miss the excitement of another Santa Anita racing season, opening Tuesday, Dec. 28.

1954-1955 Winter Meeting at Santa Anita Park

Racing Every Tuesday through Saturday
DECEMBER 28 to MARCH 5

OPENING DAY ATTRACTION—
\$20,000 PALOS VERDES HANDICAP
(3-year-olds and up — Six furlongs)
Also Feature Grass Course Race

GATES OPEN 11 A.M. — FIRST POST 1 P.M.
\$1.50 Grandstand \$3.00 Clubhouse
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Once Again!

Four \$100,000 Stakes

Jan. 29—Santa Anita Maturity
Feb. 19—Santa Anita Derby
Feb. 26—Santa Anita Handicap
Mar. 5—San Juan Capistrano 'Cap
(On Camino Real Turf Course)

LOS ANGELES TURF CLUB INC.

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Season's

Greetings

to all our Customers

C. O. WEDBERG
District Manager



SOUTHERN CALIFORNIA EDISON COMPANY

Potassium deficiency often causes trouble in almond, apricot, peach, plum, fig and olive orchards, according to the findings of researchers at the Davis campus of the University of California.



Again
at Christmas
we wish
you well...

To all of you who have favored us with
your patronage, we extend
our greetings for a
Very Merry Christmas!

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FOR QUICK RESULTS—TRY A NEWS WANT AD

Announcement

We Will Be
CLOSED
FRIDAY EVENING
DECEMBER 24
—and—
FRIDAY EVENING
DECEMBER 31

Bank of Sierra Madre

Scanning the Sportscene

By BOB BROGGER

Three cheers for Mr. Digby and his associates...

The men behind the Sugar Bowl are looking beyond this coming New Year's Day. They are aiming for Army as one of the 1956 attractions, and for the one and only Notre Dame for 1957. With Navy having accepted a 1955 Sugar Bowl invitation, the Midwinter Sports Association, which sponsors the game, feels justified in doing this.

The general manager of the Sugar Bowl, Fred Digby, said "The Midshipmen have broken the ice, and we won't give up until we land Army and Notre Dame in the future. We feel we have definitely vindicated our resistance to any and all bowl tie-ups. We are the last major stronghold for the independents."

The New Orleans sportsmen feel that, with Navy accepting a bid this year, it would be impossible for Army to turn down an invitation next year. As for Notre Dame's acceptance, there's some hope there because they have already agreed to letting its basketball team play in the annual year-end tournament at New Orleans this year.

When Navy accepted this year—the first time for a post season clash since 1930—the Sugar Bowl patience was rewarded. And the acceptance bolstered hopes of bringing Army and Notre Dame down there eventually.

This is a great move, but we won't be thoroughly satisfied with certain bowl officials until a team named Notre Dame is seen playing in the Rose Bowl on a New Year's Day.

Well, next week is going to be the big week. Can you imagine what it is going to be? Well, you're wrong. Next week it's the predictions and the run downs of all the major Bowl games on New Year's Day. Don't miss it if you can.

Christmas Breakfast
At Wm. Simmons Home

Christmas breakfast will be enjoyed at the F. William Simmons home, 435 N. Lima, by their children, Maureen, Ann, Billie and Patrick; Mrs. Simmons' parents, Mr. and Mrs. T. P. McGoldrick of Pasadena and their daughter, Eileen and son, James, who is home on vacation from Santa Clara college; and a brother-in-law and sister, Mr. and Mrs. Robert Ecker of Duarte, and their two children, Janie and Frank.

"Trelawny of the Wells"

At Pasadena Playhouse
By Edward Voorhees

Piner's "Trelawny of the Wells" at the Pasadena Playhouse until Jan. 2, is a romantic comedy satire on manners on and off the stage in London of the 1860's. Written in the following generation, it poked fun at the stuffy prejudices of Society of the 1860's against everything and everybody connected with the theatre, and at the extravagant pile of the plays themselves and the exaggerated mannerisms of Thespians, on and off stage.

Young Arthur Gower of fashionable Cavendish Square loves the lovely and "natural" Rose

Trelawny, young star of the Wells Theatre, who loves him in return. They become engaged, she resigns from the company. But at every visit to young Gower's home, his grandfather, Sir William Gower, and his great aunt, Miss Trafalgar Gower, make life miserable for Rose by their expression and implied criticisms of her manner and background. The lovers quarrel, Rose breaks the engagement and goes back to the Wells company. But now she cannot act with her former spontaneity, and is finally discharged. Meanwhile, young Gower disappears for six months, to reappear as an actor at rehearsal of a new play by Tom Wrench, a member of the Wells who, unknown to either, takes this method of

bringing the two lovers together again.

Sir William Gower had meanwhile been thawing out, and has hunted up Rose, and when she refused money he offered to finance the new play with Rose included. Coming to watch the first rehearsal, he arrives just after the surprise reunion of the two lovers on stage. From then on, Sir William becomes almost normal, the "angel" of the new production in more ways than one.

Some of the author's intended satire on the stage acting of the period seemed to this reviewer to be muffed in the first act, by some of the cast burlesquing the "grand manner" instead of playing it straight. Later scenes, however, showed much improvement.

The big cast of twenty-four provides much variety of character. Elaine Edwards plays Rose with convincing charm and freshness. Norman Barold, less convincing as Tom Wrench in the early scenes, redeemed a difficult part later. Tony Russo as Arthur Gower, though somewhat over-acting the timidity role with his stern grandfather, looked and acted the confident romantic lover of Rose. Arline Anderson played the pert Imogen Parrot with charming liveliness and balance. Audrey Phalen is memorable in the narrow but exacting part of the mousey, inhibited spinster, Trafalgar Gower, whose brother, the grumpy and conventional Sir William, is played with rare insight and consistency by

SIERRA MADRE NEWS—5
Thursday, December 23, 1954

Joseph Granby. The sets for Acts I and II are particularly well done for contrast and atmosphere. Veteran Playhouse actor, Victor Jory, directs the play. There will be extra matinee performances on Dec. 28, 29, 30, and 31, but none on the Saturdays of Dec. 25 and Jan. 1.

Europe is struggling along with a Model-T economy which is in desperate need of modernization, according to Associate Professor Trimble R. Hedges of the Davis campus of the University of California.

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BISHOP'S	1-lb. Box	STORY BOOK MIX	69 [¢]
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DESSERTS

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R & R	PLUM PUDDING	43 [¢]
ARDEN (Box of 4)	ICE CREAM SANTAS	59 [¢]
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FRESH PRODUCE

Extra Fancy Delicious	3 Lbs.	35 [¢]
Apples		
NEW CROP		15 [¢] lb
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LARGE		33 [¢] lb
FILBERTS		
BRAZIL NUTS		39 [¢]

OCEAN SPRAY	Cranberries	19 [¢] lb
DEGLET NOOR	DATES	15 [¢] lb
MEDIUM SIZE	Yams	9 [¢] lb
SOFT SHELL	ALMONDS	39 [¢] lb
EXTRA FANCY	MIXED NUTS	45 [¢] lb
GEORGIA	PECANS	39 [¢] lb

XMAS CANDIES

(50% Filled)	MISTLETOE MIX	25 [¢]
CUT ROCK MIX		25 [¢]
OLD FASHIONED	CHOCOLATES	25 [¢]
WINNER	MIX, 13-oz.	25 [¢]
PARISAN	CREAMS & JELLS	25 [¢]
KRIS	KRINGLE MIX	25 [¢]

BAKE A CAKE

Duncan Hines, White or Yellow	CAKE MIX	29 [¢]
TOWN PRIDE	CAKE ICING	35 [¢]
BETTY CROCKER	FROSTING MIX	29 [¢]
FLAKO	CUP CAKE MIX	10 [¢]
NESTLES	COOKIE MIX	29 [¢]

CHRISTMAS TREE DECORATIONS

10c	CANDY CANES	3 for 25 [¢]
29c	BARBER POLES	HALF PRICE
	BISHOP'S CANDY FILLED	STOCKINGS
	E Z	POPCORN
	Westinghouse Lamps	All Colors C 7 1/2
	WALT DISNEY'S	S N O W

Nabisco Snacks

WHEAT THINS	25 [¢]
TRIANGLE THINS	25 [¢]
TRISCUITS	29 [¢]
1-LB.	RITZ
PRETZEL STICKS	25 [¢]

BEVERAGES

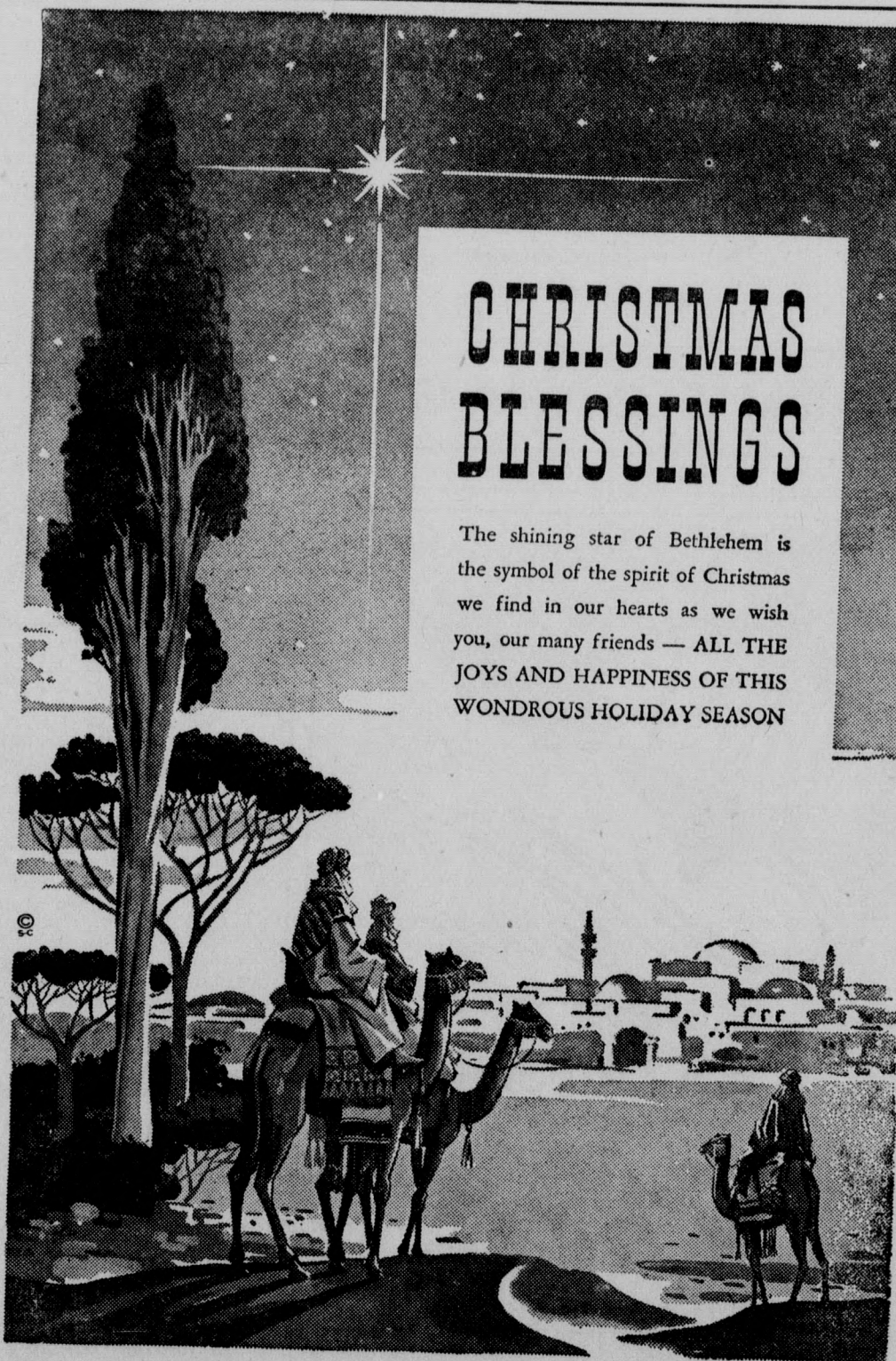
100% INSTANT COFFEE	NESCAFE, 6-oz. Jar	1 ⁴⁹
100% Instant Coffee		
COFFEE Plus		59 [¢] lb
ADOHR	MAGIC MIX	47 [¢]
Ready to Serve	EGG NOG	69 [¢]

Turkey Fixin's

CUBBERSONS	STUFFING MIX	49 [¢]
BELLS POULTRY	SEASONING	10 [¢]
REYNOLDS	FOIL WRAP	49 [¢]

CHRISTMAS BLESSINGS

The shining star of Bethlehem is
the symbol of the spirit of Christmas
we find in our hearts as we wish
you, our many friends — ALL THE
JOYS AND HAPPINESS OF THIS
WONDROUS HOLIDAY SEASON



Simpson Cleaners

SAM and RUTH SIMPSON

KATHLEEN COLLIN

ANN MANKA

ERNEST KOFFMAN

A WANT AD will sell it!
Advertise in The NEWS!

The Charles Ellet family has returned to their Sierra Madre home, 188 Auburn, after an extended business trip in San Francisco.

Local Garden Club Decorates Hospital

The members of the Santa Anita Highlands Garden Club of Arcadia have chosen the decorating of the 120 foot lounge at the Sister Kenny Hospital in El Monte as their Christmas activity. The entry hall will also be gaily trimmed as well as the ceilings since many of the patients are flat on their backs in bed. Life sized wooden angels were cut out by Manuel Ductor and painted by Mrs. Alfred Moe. As a precautionary measure, all decorations have been fire proofed.

The January meeting of the garden club will be Wednesday, Jan. 5, at 8 p.m. in the home of Dr. and Mrs. Kurt Gunther. Speaker for the evening will be Fred Walters of La Canada, Vice president of the American Rose Society and past president of the Pacific Rose Society. In addition to a discussion on roses he will show slides of English rose gardens. Reservations may be made by calling Mrs. Gene Wolter at Custer 5-6991 and before Monday, Jan. 3.

Teachers Planning To Pool Ideas On Teaching Of Pupils

California Teachers' Ass'n. Sets Up New Commission Of Educational Policy

School teachers of California are planning to pool their ideas and to recommend what students in California classrooms should be taught — and how.

This was made plain in an announcement by Arthur F. Corey, Executive Secretary of California Teachers Association, of the formation of a CTA Commission on Educational Policy.

"Everybody is talking about what takes place in the classroom," said Corey, "but nobody has yet found out what the teachers who face the children every morning think about the curriculum and teaching methods. The CTA Commission on Educational Policy is organized to find out what teachers think about these matters and then let the official agencies, including boards of education as well as the public, know what the profession's attitude

and conclusions are. It is our hope that the opinions of teachers as to what method should be taught, and how it should be taught, will be of real value to California's great education system."

Eleven of the Commission, which will total 15, have been appointed by the CTA Board of Directors. They are: Mrs. Clara Carter, elementary teacher, Sacramento; Mrs. Thelma Gomez, elementary teacher, Tulare; Miss Isabel Chapin, Emerson Junior High School teacher, Los Angeles; Mr. Nicholas Bondoc, teacher, Fresno High School; Dr. John Whinnery, superintendent, Montebello; Mrs. Howardine G. Hoffman, Director of Elementary Education, Los Angeles County Schools; Dr. Harold Speers, Assistant Superintendent of Schools, San Francisco; Miss Louise Weller, elementary principal, San Diego; Mr. Everett Chaffee, principal, University High School, Los Angeles; Dr. William Brownell, Dean of the School of Education, University of California, Berkeley; Dr. Jay Connor, Assistant Superintendent of Public Instruction.

Gretchen Conzelman In College Concert

Gretchen Conzelman, daughter of Mr. and Mrs. John E. Conzelman, 658 Mariposa, was a member of the chorus taking part in the annual Christmas concert at Reed college, Portland, Ore. Miss Conzelman graduated from John Muir college and is a sophomore at Reed.

The NEWS wants your news.

Kenneth Chapmans To Visit With Leslie Chapmans

The Leslie Chapmans, 721 Brookside Lane, have received word their son, Captain Kenneth Chapman and daughter-in-law, Dr. A. W. Chapman, will be home from France for the holidays.

Captain Chapman has been serving in the U.S. Army Medical Corps as a pathologist at the 34th General Hospital, near Orleans, France. Prior to his military service, he graduated from the University of Southern California, interned at the Naval hospital in Long Beach, served his residency in pathology at the Veterans' hospital at Satele and was pathologist at the Camarillo State hospital.

Mr. Chapman recently returned to his Brookside Lane home after a 24-day stay at the Huntington Memorial Hospital where he underwent surgery.

Masquerade Party Wednesday, Dec. 29

Members of the Pasadena Artists Associates have planned a gala benefit Masquerade Party to be held Wednesday, Dec. 29, at the Pasadena School of Fine Arts, 314 S. Mentor St., Pasadena.

Ruth Codman, party chairman, and her committee have planned surprises, prizes and fun for all the members and their guests. Refreshments will be served. Proceeds from the affair will go toward the coming Art Fair.

Col. Wm. Gildersleeve And Wife on Cruise

Col. and Mrs. William W. Gildersleeve, 475 Manzanita Ave., are among the passengers on the Malson luxury liner Lurline sailing for Hawaii from Los Angeles on the Christmas cruise, Dec. 22.

MRS. ELIZABETH DUCUMMON VISITS MRS. J. DILLON

Mrs. Elizabeth Ducummon, former Sierra Madre resident now living in Huntington Beach, is visiting her daughter, Mrs. J. Dillon, in our city.

GARDEN NOTEBOOK

HOW TO CARE FOR CHRISTMAS GIFT PLANTS

Many California gardeners and their friends will be giving and receiving container-grown flower plants of all sorts for Christmas this year. In order to enjoy blooms indoors and yet keep the plants themselves healthy enough so that they can be planted outdoors after a few weeks, proper care must be exercised.

While flowering plants are indoors remember to give them adequate light and moisture, says the California Association of Nurserymen. Most plants that are greenhouse grown and potted for Christmas gifts—such as Azaleas, Rhododendrons, Camellias, Cyclamen—cannot stand direct sunlight but will benefit from indirect light.

Water the plants when the soil feels like it is getting dry. Azaleas in particular will not survive prolonged total dryness. If one of your plants does get dry, soak it in a bucket of water for about 10 minutes or so. No type of container plant should be allowed to stand in water for a great length of time—at the maximum one hour.

When blooming is finished prepare to transfer your plants out of doors; transfer when the petals or leaves begin to drop—without waiting until the plant is completely defoliated! You will find that nearly all plants will flourish outdoors for there is their natural habitat. To be container-grown gifts they have been growing under a lath and then in a greenhouse to force the bloom by Christmas. When you transfer a plant get your nurseryman's suggestions on placing it in an area similar to one it was started in. For example, the Poinsettia, Cyclamen and Azalea are all commercially grown indoors in cool, well-ventilated greenhouses. Transplant such varieties into a cool, shaded area of your garden.

There are some types of Christmas blooming plants, however, such as the African Violet, that thrive indoors, and that, contrary to the others, will provide you with year 'round

indoor enjoyment. These plants should be given occasional moisture and indirect sunlight.

The African Violet, in particular, should not have direct sunshine for the foliage will turn yellow. They can be over-watered also; if the containers have slight molding on the outside suspect too much moisture. Water occasionally—when the top soil becomes crumbly and pulls away from the side of the container.

During your Christmas shopping plan to drop in at your nurseryman's and look over his stock of container plants for Christmas. After you've made your selection make it a point to ask the nurseryman whether those plants you've chosen should be transferred later outdoors, to what area and when. Armed with this information, you friends receiving your plant gifts will be able to enjoy Christmas blooming flowers indoors and also have plants for their gardens in the years to come.

GARDENER'S CHECKLIST

1. Do not forget that gift for the gardening friend!
2. Does your garden need re-arranging? This is a good time to transplant both evergreen and deciduous shrubbery.
3. Plant roses, hedging plants, strawberries now.
4. These shrubs will add immediate color to your garden: Pyracantha, Heather and Camellias.
5. Make your selection of bare root rose bushes early. A number of varieties, particularly the new All-American award winners, are frequently in short supply.

TRADITIONAL CHRISTMAS BREAKFAST FOR MILLS CLUB

The Pasadena Mills College club members had their traditional Christmas breakfast in the Altadena home of Mrs. Baird Marbie. Special guests at the affair were students now attending Mills from this area and high school girls interested in the college.

'I REMEMBER' BY THE OLD TIMERS

From Violet Moore, Marysville, Pennsylvania: I remember in the good old days when the food my mother cooked tasted of real butter.

Also I remember the deep mountain spring which supplied the cold water for both barn and house consumption and the drain that ran through the spring house where mother kept her gallon crocks filled with rich milk until ready to skim and put into a four gallon cream crock to turn sour and be churned to butter by the old-fashioned hand churn.

She would dip the butter out with a wooden butter paddle into a wooden bowl, wash out the remaining butter milk by working it with the paddle, salt it and form it into a big roll ready to sell or use in the home.

Those were the good old days of "home-made butter and bread" were made to feed the husky lads and lassies of the "Gay Nineties" as I remember.

From Margaret E. Moore, Ontario, California: I remember when we used to keep the preacher for a week at a time, perhaps two, while the winter revival meetings were being held at the country church.

This old church was one of the first built in Central Illinois and was named Cartwright after the circuit rider Peter Cartwright who came through there and preached before there was any church.

(Send contributions to this column to The Old Timer, Community Press Service, Frankfort, Kentucky.)

Forest Tree Planting

Over 600,000,000 seedling trees were used in reforestation last year.

A record 1,118 square miles were planted in forest trees—897 square miles on privately owned lands, and the balance on lands under public agency control.

Our own company is working under a program of reforestation of over 100,000 acres, to insure a perpetual supply of logs for our sawmills, and of lumber for Southern California and the nation.

MERRY CHRISTMAS AND A HAPPY NEW YEAR

We will be closed for inventory on December 30 and 31.

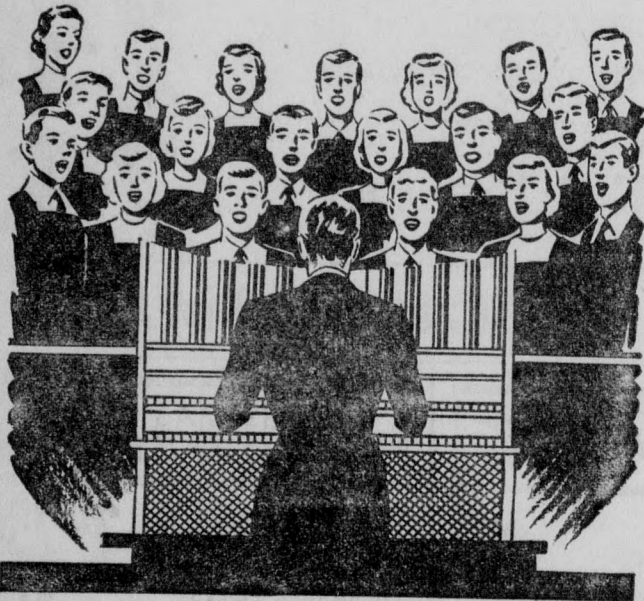
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2621 East Walnut St.
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Open Saturday Until Noon

YULETIDE GREETINGS

At this Christmas-spirited time, May all of you be blessed with a bounty of happiness. . . . May peace and plenty be your gifts, always! . . .


JOHN and CHRISTINE
RASMUSSEN



 **Season's
Greetings**

At this time of the year, it is
with deep appreciation that we say —
MERRY CHRISTMAS TO OUR MANY FRIENDS!

CENTRAL GARAGE
JOE BELOHLAVEK, JR.

 **Today—Sawyer's
Tomorrow—Career**

**Business Training
Will Lead to Success!**

MANY EXCELLENT SECRETARIAL OPPORTUNITIES in specific fields of employment are available. Current starting salaries range from \$250 to \$400 with unlimited opportunity for advancement.

SAWYER'S training results in top-level business positions in the SHORTEST POSSIBLE TIME. Write or phone Registrar for further information and catalog.

NEW TERM JANUARY 3
Limited Enrollment
**SAWYER SCHOOLS
OF BUSINESS**
1165 E. Colorado Street SY 2-7193

 **Christmas
Blessings
To All . . .**

All of our staff joins with us in wishing you
The Many Blessings of Christmas Happiness . . .

DUMAS and SON

 **a very
Merry
Christmas
to you**

May your
Christmas
be filled to
overflowing with Joy and Happiness!

William Fischer
HAIR FASHIONS

 **STOP! . . . here are our
Christmas
Greetings**

'Midst all the bustle
of this festive season,
please, don't overlook all our
good wishes . . . we are proud
to have served you this past year:
Merry Christmas to All!

NORM'S GARAGE

 **Merry
CHRISTMAS**

We say Thanks to our
Many Loyal Customers
And Add our Best Wishes
that Your Holiday
Be Warm and Glowing

**SIERRA MADRE PAINT
and WALLPAPER**
PEGGY and CHARLIE LUSMAN

*Our thanks and
good wishes ring out
to our friends . . .*

*The Cheery Christmas Bells ring out
our sincere thanks for your wonderful
friendship and patronage, and say,
"MERRY CHRISTMAS TO ALL!"*

ARNOLD'S HARDWARE

Mr. and Mrs. Peter Tabahak, 518 W. Highland, will spend the holidays with friends in Phoenix, Ariz.

Around The Christmas Tree

Mr. and Mrs. Fred L. Williams, 235 S. Mt. Trail, will host a family dinner next Sunday. Those in attendance will be Mrs. Williams' brother and his family, Mr. and Mrs. Elmer Muench, 101 N. Sunny-side, their son, Elmer, Jr., their daughters, Linda and Colleen, their son-in-law and daughter, Mr. and Mrs. Tony Barola, Jr., and their children, Craig and Trudie, cousins, Mr. and Mrs. Tom Torrendo, of Los Angeles, and Mr. and Mrs. Gene Gilmore of Sierra Madre.

The A. Rolf Kochs, 431 Ramona, will host Mr. and Mrs. Oscar Maret of Las Vegas, John S. Torrey, Sr., Mr. and Mrs. John S. Torrey, Jr., and their daughter, Kathy, Mrs. Dorothy Hall and Mrs. Emma Choens for Christmas dinner.

Rev. and Mrs. Raynor Smith of Church of Our Redeemer, Methodist, and their children, Garrett, Glendon, and Lurayne, have journeyed to Portland, Ore., to attend a family dinner in

the home of Rev. Smith's brother and sister-in-law, Rev. and Mrs. Nevitt B. Smith. Rev. Smith is the pastor of Sellwood Methodist Church. The Smith's parents, Dr. and Mrs. S. Raynor Smith of Eugene, Ore., will also be in attendance at the family get-together. Dr. Smith is pastor of the First Methodist Church of Eugene.

The Leland P. Marshs, 657 W. Grandview, and their daughter, Patricia Padgham, will entertain Christmas Day at dinner which will include Mr. and Mrs. Keith Vine of Monrovia and their daughters, Lynn and Nancy, Mr. and Mrs. Glenn Vosburg of Pasadena and their son, Gale, Mrs. Frances Solomon of Sierra Madre, and Kenneth Graff of Long Beach. The Marshs gave a dinner party earlier this week for Mr. and Mrs. Marvin Helgan and family who are visiting in Southern California for the holidays from their home in Toledo, Ia.

Mrs. LolaRee Hull, 321 N. Adams, and her houseguest, Mrs. W. C. Rockwell of Twin Oak Orchards, Mt. Vernon, O., and Mrs. Hull's sister, Mrs. W. T. Shilleox of St. Paul, Minn., who is visiting her for the winter, will be the guests of Miss Louise and Miss Aleta Allen of Los Angeles for Christmas dinner.

Mr. and Mrs. Colin Timmons, 49 W. Orange Grove, have welcomed their daughters, Jan, who is a sophomore at Stanford university, and Daryl, who is a junior at Girls Collegiate, home for the holidays.

Mr. and Mrs. Dewey G. McGary, 357 N. Auburn, and their daughter, Ernestine, will entertain Mrs. Hazel Hofve and Charles Friedman of Long Beach, and Mr. and Mrs. Harold Peterson of San Pedro, at Christmas dinner.

The Paul D. Klines, 249 Ramona, and their children, Carol and Roy, will host a family dinner Christmas Day. Those in attendance will be Mr. Kline's brother-in-law and sister, Mr. and Mrs. Glen Prevot, and their children, Charles, Dickie, Karen and Linda, from McPherson, Kan., who are having a 10-day visit in Southern California. Mr. Kline's brother and sister-in-law, Mr. and Mrs. Ray Kline, and another brother Bert Kline.

A family dinner is being planned at the Carl H. Gerke home, 602 Mariposa, for Christmas Day with a son and his family, Mr. and Mrs. Richard Gerke of San Marino and their children, Martha, Charles, and Nancy, a son-in-law and daughter, Mr. and Mrs. Warren Miller of Tujunga and their daughter, Charlene, another daughter, Margaret, Gerke of San Francisco, and cousins, Mr. and Mrs. Herbert Lutz of Toluca Lake, in attendance.

Mr. and Mrs. Morris Yasskin, 39 N. Auburn, and their children, Richard, Philip, Mark and Karen, will join Mrs. Yasskin's brother-in-law and sister, Mr. and Mrs. Cal Supowitz, and their daughters, Judy and Barbara, in their Long Beach home for a family dinner.

Col. and Mrs. Charles E. Morrison, 39 W. Orange Grove, and their son-in-law and daughter, Mr. and Mrs. David H. Allen of Hastings Ranch, and their three children, Charlie, Johnny, and Mary, will attend a family dinner in the Long Beach home of another son-in-law and daughter, Mr. and Mrs. William Broming, and their sons, Billy, Chuck, and Dicky.

Mr. and Mrs. William B. Wilcox, 530 N. Lima, will enjoy the holidays with their son and daughter-in-law, Mr. and Mrs. Chandler P. Wilcox, of Oakland, Calif.

Mr. and Mrs. Edward W. Beutler, 409 Ramona, will be attending a family dinner at the Glendora home of their son and daughter-in-law, Mr. and Mrs. E. W. Beutler, Jr., and their daughter, Sandra.

The Robert H. Greens have welcomed their daughter, Suzie, home for the holidays from the University of California, Santa Barbara college. They will have a family party Christmas which will include their son, Bob, Mrs. Green's mother, Mrs. William P. Peete of Pasadena, and Mr. Green's mother, Mrs. George Nicholson, also of the Crown City.

Mr. and Mrs. Carl F. Adam, 93 N. Canon, will entertain Lt. Cdr. Delma Linville of Corpus Christi, Tex., Naval Hospital, Mr. and Mrs. Harold W. Coop of Berkeley and Mr. and Mrs. Clarence E. Linville and son, Chuckie, of Whittier, as dinner guests next Saturday.

The Harold A. Pangborns, 442 Mariposa, and their daughter, Daryl Lee, will host Mr. Pangborn's brother and sister-in-law, Mr. and Mrs. Herbert Pangborn of Van Nuys.

A family dinner is scheduled for Christmas Eve at the Max G. Linders, 60 S. Michillinda, with Mrs. Linders' mother, Mrs. Alice Owens, Mr. Linders' mother, Mrs. Ollie Thomas, their son and daughter-in-law, Mr. and Mrs. Max G. Linder, Jr., and their children, Diane and Stephen, Mrs. Linders' two brother-in-laws and sisters, Mr. and Mrs. Charles Armour of Lancaster, and Mr. and Mrs. O. Williams, Mrs. Lillie Weeks, and Mr. McElie in attendance. The Linders will spend Christmas Day in the Temple City home of the son and daughter-in-law.

Mr. and Mrs. Francis D. R. Moore, 689 W. Sierra Madre Blvd., will have their annual Christmas house party with their three daughters and families in attendance. The sons-in-law and daughters expected are Dr. and Mrs. Graeme C. Smith of Vista, Calif., and their four children; their older son, Bob, will arrive Wheaton college for the occasion; Mr. and Mrs. Eugene R. Baird of Monrovia, and Mr. and Mrs. Dwight H. Poundstone of Los Angeles and their two children, Donald and Frances. Miss Ann McGuffin of West Los Angeles and W. R. Cuthbert of Alhambra, long-time friends of the Moote family, also will be numbered among the happy guests. The festivities will start Christmas Eve and continue through breakfast and dinner Christmas Day.

Mr. and Mrs. Don Miller, 3003 Manzanita, and their daughter, Donna, will host a dinner party Christmas Day. Among those attending will be the Miller's son-in-law and daughter, Mr. and Mrs. Bob Shaner, and son, Stephen, Mr. and Mrs. Marc Arnett of Los Angeles and their sons, John, who is a member of the University of Southern California football team, and Bob, who recently received his discharge from the U. S. Air Force and is spending his first Christmas home in two years. Mr. and Mrs. John Arnett of Pasadena, Mr. and Mrs. Dick Lytle of Altadena, Don Lytle of San Gabriel, and Ron Calabria, also a member of the U. S. C. football squad.

The John C. Loomis, Jr., 1140 Hastings Ranch, and their children, John, Toni, and Rozanne, will be hosts at their traditional Christmas Eve dinner with Mrs. Loomis' brother-in-law and sister, Mr. and Mrs. W. Paul Carver of Arcadia, their son, Craig, and Mr. Carver's parents, Mr. and Mrs. A. B. Carver of St. Charles, Ia., who are spending the winter months in Southern California, in attendance. Following dinner there will be the singing of carols and the opening of presents. On Christmas Day, the Loomises will entertain Mrs. Zonaia Henkin and Miss Grace Newberg at dinner.

Police officer, Ed H. Cate, Mrs. Cate, and their children, Cindy and Tony will join a family dinner being given in the home of Mr. Cate's brother and sister-in-law, Mr. and Mrs. Richard Cate, and their children, Tim and the twins, Marvin and Michael.

Mr. and Mrs. Lyle H. Seaman, Jr., 55 Auburn, and their daughters, Donna, Noelle, Bobbie Anne and Darcy Lee, will attend a family reunion at the San Gabriel home of Mr. Seaman's brother-in-law and sister, Mr. and Mrs. William Olson. Mrs. Seaman's mother, Mrs. Gladys Jackson, will be numbered among the guests.

Mr. and Mrs. Rudolph R. Hartman, 460 N. Lima, will spend Christmas Day with Mr. Hartman's mother, Mrs. Ida Hartman, and their son and daughter-in-law, Mr. and Mrs. Robert "Bud" Hartman, and their children, Chuck and Sandy.

The Rollin C. Lewises, 350 Toyon Rd., will be among the guests at a family dinner given in the Long Beach home of their son-in-law and daughter, Mr. and Mrs. Llewellyn Bixby, Jr., and their children, Llewellyn IV, Jeanne, and Barbara.

Mr. and Mrs. Sam Perlof, 1431 Oak Meadow Rd., and their boys, Stephen and Allen, will attend their annual Christmas party in the Baldwin Park home of long time friends, Mr. and Mrs. Joseph Bogg.



We extend our gratitude to our loyal customers whom we have so enjoyed serving — May Christmas bring you many blessings!

LA LONE CLEANERS
WE WILL CLOSE AT
NOTICE: 2 P.M., FRIDAY, DECEMBER 24th

PAINT TO PROTECT AS WELL AS BEAUTIFY YOUR HOME

Let us help you select your paints! Glidden's Paints and Wallpapers Venetian Blinds • Window Shades

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"The One-Stop Home Decorating Center"
(S & H GREEN STAMPS)

season's greetings

Now, at this gay time, we are pleased to greet those whose friendship we prize: Our best wishes to you!

PERRY'S STATIONERY and GIFT SHOP

HAPPY HOLIDAY

ALL of us here extend to you, our loyal friends and customers, best wishes for a happy and Holy Christmas.

OSTI'S LANDSCAPE NURSERY

Noel

Bright and gay as the festive wrappings of the season, is the gift of good wishes we send to each of our many customers... **MERRY CHRISTMAS!**

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Advertisement

A Christmas Message

What shall we say about Christmas when the Master in whose name this happy day is celebrated asked His disciples who men said He was? They answered that some said He was one and some another. But only they were given to understand the true meaning of His life.

Perhaps that thought can cause us to pause and contemplate the actual meaning of this blessed day: Christmas—to discover its real meaning and get from it the purpose of its celebration.

The Master did not have worldly goods for He declared that He had not where to lay His head. He certainly did not have worldly power for He was not recognized by any officials of the Great Roman Empire of which He was a citizen of lowly Nazareth.

Perhaps it is not amiss for us to suggest that the secret of His great Mission in the world in addition to His Sonship with God was His admonition to His disciples: "He that would be greatest among you let him be servant of all".

A greater life of human service than His has never been known. He set the example for the manner and means of that service, and so His life span as a beacon light of human guidance all thru the ages.

Is it possible that there is any other excuse for human existence than to be happy with peace of mind and contentment in the midst of friends and relatives and others whom we have served according to the law of their own need and not our own, to provide the means of bringing the sick to recovery, guiding in the way of correct conduct, taking part in establishing the fellowship that can and should exist in the hearts and conduct of men for the common well-all of these things He enjoined as a sacred obligation of all mankind. From this viewpoint we greet you on this eve of another Yuletide. May His peace abide in your hearts and success attend your every efforts in the years that lie ahead.

Cordially,
Sierra Madre Health Offices.
Dr. Anthony O. Darnelle D.C. Ph. C.
Dr. Wm. T. Barnes D.C. N.D.

NOEL

In the Christmas Spirit, we take real pleasure in extending to our customers — our hearty and sincere wishes for the many joys to come your way in this Merry...

CHRISTMAS SEASON!

Wistaria BAKE SHOP

Season's Greetings

HAPPY HOLIDAYS TO OUR MANY VALUED FRIENDS AND CUSTOMERS

Bon Jackson
STORE for MEN
SIERRA MADRE, CALIFORNIA

MENU FOR A



Merry Christmas

from
Shopping Bag

HAMS 49^c lb

MORRELL'S PRIDE AND COAST BRANDS
HICKORY SMOKED, SUGAR CURED
Full Shank Half

WHOLE HAMS Coast or Morrell's Pride 14 to 18 lbs. 53^c lb
Swift's Premium or Morrell's E-Z Cut 59^c lb
FULLY COOKED HAMS Whole or Shank Half \$6.29

Armour Star... Attractively Gift Decorated
CANNED HAMS BONELESS, READY-TO-EAT 6 3/4 LBS. EACH

All Grade A TURKEYS Oven-Ready
Our Exclusive HARVEST KING Brand
POPPY and CALIFORNIA brands
Hens 51^c lb. Toms 41^c lb.
Hens 49^c lb. Toms 39^c lb.

DUCKS • GEESE • FRYERS • ROASTERS • JUNIOR TURKEYS AND GEESE • STUFFED TURKEYS

Special Prices Effective

**TUESDAY
WEDNESDAY
THURSDAY
FRIDAY**

December 21 thru 24

**CLOSED
CHRISTMAS
DAY**

REGULAR DAILY STORE HOURS

9 A.M. to 9 P.M.

OPEN SUNDAYS

Check Your Shopping Bag for Sunday Hours

It's high time to plan Christmas Dinner! Take a few minutes now to look over this list of suggestions from the grand assortment of fine foods awaiting your selection at Shopping Bag. You'll be pleased to find the low prices will help you plan a real festive feast!

Eatmor... Jellied or whole

Cranberry Sauce 16 oz. Can 18^c

Apple Time

Apple Sauce 2 303 Cans 25^c

Case Swayne

Yams in Syrup 303 Can - 16c 25^c

Buttermilk or Sweet Milk

Puffin Biscuits 2 Pkgs. 23^c

Superior
Clover Honey 1-lb. jar 31^c
Dixie Strawberry
Preserves 12-oz. jar 29^c

For Holiday Baking

Borden's
None-Such Mincemeat 28-oz. jar 45^c
Mrs. Singer's
Pie Crust Mix 8-oz. pkg. 13^c
Fancy
Pippin Apples 4 lbs. 29^c
At the Delicatessen
Brandied Mincemeat 1-lb. ctn. 25^c
Sun Maid
Seedless Raisins 2 15-oz. pkgs. 31^c
All Flavors
Cinch Cake Mix 17-oz. pkg. 31^c
Betty Crocker's
Bisquick Mix 40-oz. pkg. 39^c

Stocking Stuffers

Extra Fancy Washington
Delicious Apples 2 lbs. 29^c
Fancy Navel Type
Large Oranges 5 lbs. 35^c
Bunte... Best Value in Town
Christmas Candy full pound 39^c

For Other Meals

Shopping Bag Quali-T
Pure Ground Beef 29^c lb
Hormel Midwest
Sliced Bacon 49^c lb
Luer Quality
Long Bologna 45^c lb
Luer or Swift
All Meat Franks 1-lb. pkg. 45^c
Swanson's Frozen
Chicken Thighs 1-lb. pkg. 85^c
Ship Ahoy Salmon or Halibut
Frozen Fish Stix 10-oz. pkg. 53^c
Snow-Crop Frozen
French Fries 3 9-oz. pkgs. 45^c

FRADELIS

FROZEN COMPLETE DINNERS

Swiss Steak or
Roast Beef 12 oz. pkg. 79^c

For Christmas Breakfast

Minute Maid Frozen
ORANGE JUICE 6-oz. can 16^c
Famous Jones Dairy Farm
SAUSAGE LINKS 1-lb. ctn. 79^c
Luer Quality 1st Grade
SLICED BACON 1-lb. pkg. 59^c
Tru-Blue Grade AA
LARGE FRESH EGGS Doz. 48^c

For Turkey Dressing

Shopping Bag—Fully Seasoned
Prepared Dressing 14-oz. box 43^c
At the Meat Counter
Eastern Oysters 1/2 pt. tin 59^c
Shopping Bag Pure
Pork Sausage 1-lb. 39^c
Fancy
Crisp, Fresh Celery 1-lb. 4^c
Bell's
Poultry Seasoning 2 1-oz. pkgs. 23^c

Yuletide Delicacies

At Shopping Bag Bakeries...
Santa Claus Cookies 2 15^c
Fancy
Deglet Noor Dates 5 pound carton 98^c
Fancy New Crop
Mixed Nuts 3 pounds \$1.00
Scandinavian
Imported Lutefisk 1-lb. 39^c

Holiday Spirits

Old English
Tom & Jerry Batter 16-oz. jar 69^c
Old English
Hot Buttered Rum 16-oz. jar 75^c
Royal Crest
Tom & Jerry Blend tenth \$2.25 fifth 437^c
Trader Vic's
Rum and Brandy pint \$2.67 fifth 436^c
Christian Brothers
California Brandy tenth \$2.32 fifth 452^c
Puerto Rican, Light or Dark
Bacardi Rum tenth \$2.17 fifth 423^c
GILBEY'S GIN 90 proof... quart 4.73 fifth 3.83
SMIRNOFF VODKA 80 proof qt. 5.03 fifth 4.04
Champagne and Sparkling Burgundy
PAUL MASSON 409 TAYLOR'S New York 429



The Appetizer



The Soup



The Salad



The Relish



The Vegetable



The Beverage



The Dessert

FRUIT COCKTAIL

Glorietta 46-oz. can 21^c
TOMATO JUICE 12-oz. can 21^c
Lascoco 12-oz. jar 55^c
SEAFOOD COCKTAIL 1-lb. 49^c

TOMATO SOUP

Pacific 1-lb. box 29^c
TREATS CRACKERS 10-oz. pkgs. 45^c
Snow Crop Frozen
MIXED VEGETABLES 3 10-oz. pkgs. 45^c
Campbell's 10 1/2-oz. cans. 2 for 21^c
Willapoint 8-oz. can 39^c
PACIFIC OYSTERS 1/2 29^c
Royal Red Minced Alaska 1/2 29^c
RAZOR CLAMS 1/2 29^c

MAYONNAISE

Shopping Bag "Really Fresh" quart 47^c
Premier Bleu Cheese 18-oz. jar 53^c
SALAD DRESSING 1-lb. 29^c
Sunshine 1-lb. 29^c
MARSHMALLOWS 1-lb. 29^c
Marvelous 8-oz. can 31^c
MEDIUM SHRIMP 6 Flavors 3 pkgs. 23^c
JELL-O GELATIN 3 pkgs. 23^c

SPICED PEACHES

Foodcraft 12-oz. jar 29^c
SWEET PICKLES 12-oz. jar 29^c
Bell's Large Pitted 1-lb. 29^c
RIPE OLIVES No. 1 can 29^c
Bar-T-Ranch 2 1/2 cans. 19^c
Reevesselect 2 2-oz. jars 29^c
STUFFED OLIVES 2 2-oz. jars 29^c
Fancy 1-lb. 4^c
CRISP CELERY 1-lb. 4^c

GREEN GIANT PEAS

Snow Crop Frozen 2 303 cans 35^c
PEAS & CARROTS 3 10-oz. pkgs. 45^c
Snow Crop Frozen 2 2 ear 35^c
CORN ON COB 2 2 ear 35^c
Snow Crop Frozen 3 10-oz. pkgs. 45^c
BROCCOLI CUTS 3 10-oz. pkgs. 45^c
Crown Point Whole 303 17^c
BOILED ONIONS 303 17^c

WHOLE BEAN COFFEE

McCormick 48 bag 49^c
BLACK TEA 48 bag 49^c
Casa de Sonoma 5th 78^c
CALIF. BURGUNDY 5th 78^c
California 1-lb. bag 89^c
FRUIT PUNCH BASE pt. 37^c
Arden Prepared 1-lb. bag 69^c
EGG NOG quart bottle 69^c

LARGE PIES

MINCE OR PUMPKIN (At Shopping Bag Bakeries)
Shopping Bag Bakeries
FRUIT CAKE 1-lb. 98^c
Cherry Bowl Maraschino 4-oz. jar 19^c
CHERRIES 4-oz. jar 19^c
Heinz Fig or 15-oz. tin 45^c
PLUM PUDDING 15-oz. tin 45^c
Champ 8-oz. bag 49^c
MIXED NUTS 8-oz. bag 49^c

Wright's 8-oz. jar plus tax 23^c
SILVER POLISH 8-oz. jar plus tax 23^c
Zee White 2 80 count cello pkg. 23^c
NAPKINS 2 80 count cello pkg. 23^c
Aluminum Foil 25-ft. roll plus tax 23^c
REYNOLDS WRAP 25-ft. roll plus tax 23^c
Kraft Parkay 1-lb. ctn. 27^c
MARGARINE 1-lb. ctn. 27^c
All Purpose Shortening 3 lb. can 88^c
SPRY 3 lb. can 88^c

Shopping Bag

YOUR BUSY, FRIENDLY FOOD STORE

WHITTIER In the Whittier Quad
RIVERA 9406 E. Washington Blvd.
PICO 9130 E. Whittier Blvd.
SAN GABRIEL 1849 S. San Gabriel

EL MONTE 137 E. Valley Blvd.
4806 N. Peck Rd.
SAN MARINO 2270 Huntington Dr.
2960 Huntington Dr.

ALHAMBRA 2200 W. Valley Blvd.
MONROVIA 140 W. Foothill Blvd.
ARCADIA 1407 Baldwin Ave.
7 E. Huntington Dr.

UPLAND 304 E. Foothill Blvd.
PASADENA 2660 E. Colorado St.
3841 Sierra Madre Blvd.
EAGLE ROCK 1566 Colorado Blvd.
2222 Colorado Blvd.

LA CANADA 920 E. Foothill Blvd.
ALTADENA 2408 Lincoln Ave.
MONTROSE 2256 Honolulu Ave.
LA CRESCENTA 3100 Foothill Blvd.

TUJUNGA 6656 Foothill Blvd.
SUNLAND 8256 Foothill Blvd.
LANCASTER 44816 N. Beech
BURBANK 2150 N. Glen Oaks



LAST MINUTE Gift Ideas

At the
Shopping Bag
DEPARTMENT STORES

GIFT HANDKERCHIEFS

Beautiful Swiss sheers in white or pastel shades. Embroidery, applique and lace trims.

49c

BOXED HANDKERCHIEF SETS

Three Swiss sheers in a gift box. Several styles.

98c

NYLON SLIPS

Nylon tricot or taffeta buffon styles, full length or petticoat. Several colors, all sizes. Entire 3.98 stock included.

SAVE 50c
SPECIAL 348

RAYON GOWNS

2-bar tricot in dainty colors. Several styles, sizes 32 to 40. Entire 2.98 stock included.

SAVE 50c
SPECIAL 248



WOMEN'S BLOUSES

There's still a wide selection from our new Christmas stock. Cottons, rayons, nylons, linens, etc. Sizes 32 to 38.

ALL 2.98 STOCK
SAVE 50c 2.48
ALL 1.98 STOCK
SAVE 50c, SPECIAL 1.48

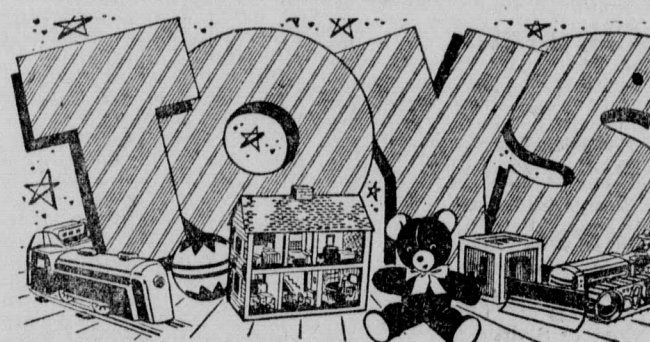
GIRLS' SWEATERS

Christmas arrivals... nylons, orlons and woolens in the newest styles and colors. Pullover or cardigan styles. Sizes 3-6x and 7-14.

ALL 1.98 STOCK
SPECIAL 1.69
ALL 2.98 STOCK
SPECIAL 2.69
ALL 3.98 STOCK
SPECIAL 3.69

GIRLS' RAYON PANTIES

Finest 2-bar tricot with nylon lace trim. Assorted colors, sizes 2 to 12. Gift boxed. ACTUAL 49c QUALITY SPECIAL 3 pr. \$100



KATS AND KITTENS

Cuddly silky hair plush toys for the little ones. REG. 2.98, SPECIAL.....

229

DOLL BED

All metal frame. Has springs and sponge rubber mattress. SAVE 1.00, SPECIAL.....

398

BABY BUGGY

Wicker body on steel frame. Free rolling wheels with rubber tires and brake. SAVE 2.00, SPECIAL.....

895

ELECTRIC TRAIN

A famous name. Fast freight with transformer and lots of track. SAVE 5.00, SPECIAL.....

1495

SLATE BLACKBOARD

Genuine slate that is easy to wash clean. Wood stand. SAVE 1.00, SPECIAL.....

349

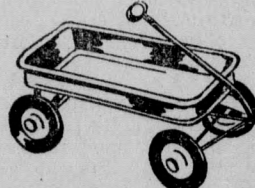
ALUMODE TEA SETS

Boxed sets of dishes for the little "mother." All aluminum, tea setting or cooking pots and pans. REG. 1.98, SPECIAL.....

144



SAVE 2.00
SPECIAL 595



SAVE 2.00, SPECIAL 599

TOY ROAD GRADER

Sturdy all steel body with rubber treaded wheels, 3-way adjustable scraper blade. SAVE 1.00, SPECIAL 244

SPECIAL PRICES EFFECTIVE
THROUGH CHRISTMAS EVE

Open Nites 'til 9

Shopping Bag
DEPARTMENT STORES

in the **Shopping Bag** stores in Whittier, Pico, Rivera, Upland, Altadena, La Crescenta, Burbank, Lancaster, Sierra Madre

TRANSFERRED TO WYOMING
Mr. and Mrs. George P. Zebal, 460 Foothill, will be leaving for Cheyenne, Wyo., around Jan. 15th. Mr. Zebal is a geologist for one of the oil companies and has been transferred to the area. Mrs. Zebal is the daughter of Col. and Mrs. Walter D. Thurber.



The Pasadena

LAUNDERERS and CLEANERS
860 S. FAIR OAKS ★ SYcamore 6-3193



Greetings

May the serenity and happiness of the Joyous Christmas Season last you forever! This — is our good wish to our many loyal customers whom we have so enjoyed serving!

from the entire staff at



513-15 S. MYRTLE
MONROVIA

Thursday, December 23, 1954

SIERRA MADRE NEWS—9

Contrary to popular belief, the section of the country with the largest proportion of older persons in population is New England, not the Far West, although many older people have settled in both California and Florida in recent years.



Roy H. Pickett
PICKETT'S SERVICE STATION
Sierra Madre California



Christmas Joy

ALL of us here extend to you, our loyal friends and customers, best wishes for a happy and Holy Christmas. May the glory of this great day enter into your hearts and uplift your thoughts to Him whose birth we honor.

McKIBBEN FURNITURE



We will locate the wanted pieces to your old China whether it be Spode, Haviland, Rosenthal, Wedgewood, Royal Daulton, Royal Copenhagen, Alfred Meakin. URGENTLY NEED CHINA TO FILL WAITING ORDERS!

WE NEED:

- NORITAKE - "MODESTO" - RAMONA 6504
 - NORITAKE DEVON
 - K.P.M. — Festival A.D. 1831 — Royal Ivory
 - ROYAL COPENHAGEN
 - HAVILAND — Many Patterns including: PRINCESS—POPPY—WHITE RANSOM HOLLY and No. 34556
 - SPODE
 - ROSENTHAL
 - ALFRED MEAKIN — AUDUBON BIRDS
 - CUT GLASS—STEM GOBLET—PINWHEEL
 - CUT GLASS—TUMBLERS — PINWHEEL
 - CUT GLASS — PUNCH CUPS
 - MINIATURE STERLING SILVER CANDLESTICKS
 - PEARL HANDLE KNIVES
 - OLD BLUE GLASS SALTS—STERLING FILIGREE HOLDERS
 - OLD SQUARE GLASS PLATES
 - OLD CHEST
 - FOR HAVILAND CUPS and SAUCERS... WE PAY \$3.15
 - FOR HAVILAND DINNER PLATES... WE PAY \$2.45
- SY. 5-1790—
246 South Lake Avenue Pasadena

Henry Sutcliffs Honored At Party

Mr. and Mrs. Robert L. Paul, 960 Cynthia, and their daughter, Becky Lynn, recently hosted a cocktail party honoring Mrs. Paul's aunt and uncle, Mr. and Mrs. Henry Sutcliff, who with their daughter, Helen, and son, Henry, Jr., a tennis star at Stanford University, are visiting Southern California from their home in Mexico City for the holidays.

Among those in attendance at the happy affair were Mrs. Paul's mother, Mrs. C. W. Rick- erts, Jr., Mr. Paul's father, Wil- liam G. Paul, Mr. and Mrs. Louis Almada of San Marino and Mr. and Mrs. George Ler- ner of Rancho Santa Anita.

Christening Rites For Grandchildren Of Alex C. Wilfong

The Alex C. Wilfong's, 3660 Greenhill, was the scene of a reception for more than forty- five guests following the dou- ble christening ceremonies of their two grandchildren.

Lt. and Mrs. Don C. Wilfong of San Rafael, made the trip to Southern California with their new daughter, Linda Louise. Lt. Wilfong is a mem- ber of the U. S. Air Force and is stationed at Hamilton Air Force Base.

Mr. and Mrs. John A. Wil- fong of Duarte were in atten- dance with their son, John Mar- tin. Rev. Donald H. Ostrander, pastor of Trinity Presbyterian Church officiated at the christ- ening ceremonies for the two children.

Changes in the chemical properties of a virus which actually may be mutations, may alter the course of a virus dis- ease. This is according to studies now underway at the University of California at Los Angeles.

Call In Your Want Ad!

Teachers, Pupils Are Honored by Field PTA

Eugene Field PTA entertain- ed the school staff of 44 with a Christmas luncheon and gave all the children their tradition- al room parties, as the holiday vacation began.

Mrs. Alton Peterson, hospi- tality chairman, guided the annual luncheon preparations through to a successful climax. Tables were set up in the kin- dergarten rooms, set with hol- iday linen and centered with little white wire trees deco- rated with tiny balls and pack- ages. Place cards were at- tached to miniature Christmas trees made from iced and deco- rated inverted ice cream cones.

Assisting in preparing or serving the turkey dinner, complete from stars of cran- berry sauce to pumpkin pie, were Mmes. Russ Pooler, Russ Stubbs, Conrad Walburger, John Kane, Jim Nichols, W. C. Holmes, Richard Koontz, Joe Palmer, Emil Barlow, Norman Buckle, Anthony Alfredo, Lyle Karelus, Robert Fleming, E. F. Brown and F. Wayne Fursten- berger.

Room mothers were hostesses for the room parties, when children exchanged gifts, sang carols and enjoyed gaily deco- rated cookies and cakes.

The annual Christmas pro- gram was held Wednesday night, when representatives from all classes joined to pre- sent the Christmas story. Fourth, fifth and sixth graders formed a choir and chorus.

Character education parties also celebrated with groups, the Boy Scout Cub packs tak- ing over the auditorium for their recent Friday nights for their festivities and exchanging of gifts. Each pack also chose a needy family to provide with presents, cash and a Christmas tree.

WILLIAM M. SEMPLES HAVE COCKTAIL PARTY
Mr. and Mrs. William M. Semples, 1240 Tropical, were re- cent hosts at a holiday cock- tail party. Mr. Semples had been to Toronto, Canada, on business and returned just in time for the party.

Hastings Ranch News

LOWER HASTINGS: LUCIE LUBISICH, Custer 5-1921

UPPER HASTINGS: MARGE THOMAS, Custer 5-2951

Jingle Bells

Mr. and Mrs. Edgar E. Sav- age, 1290 Coronet, and their son, Everett, are spending the holidays in Texas visiting Mrs. Savage's parents, Mr. and Mrs. Fred Oheim in Braunfels and Mr. Savage's mother, Mrs. Floy Stewart in Dallas.

Mr. and Mrs. Paul C. John- son, 1140 Riviera, and their sons, Ted, Mark, and Kim, will enjoy a family dinner in their home Christmas day.

The William F. Spalding home, 3795 Cartwright, will be the scene of a family get-to- gether with their children, John, Kathleen, Barbara, and Susan, Mr. Spalding's mother, Mrs. John Spalding, and Mrs. Spalding's brother, Tim Babb, in attendance.

Mr. and Mrs. Jack K. Rein- hart, 1280 Coronet, and their children, Suzanne Marie, John, and Michael, will host a din- ner party which will include Mrs. Reinhart's parents, Mr. and Mrs. Robert L. Zerby of Van Nuys, Mr. Reinhart's mo- ther, Mrs. Edith Reinhart of La Canada, and very good friends, Mr. and Mrs. Howard Dillman of San Bernardino.

The H. Vern Gates, 1225 Tropical, and their children, Jeanne and Jack, will entertain Mr. Gates' brother and sister- in-law, Mr. and Mrs. Niles Gates.

Mr. and Mrs. Fred J. Malig, 1215 Michillinda, will enter- tain Mr. Malig's mother, Mrs. Carl Gottschalk, who is visit- ing them from Milwaukee, Wis.

Mr. and Mrs. Sam Rudnick, 1270 Coronet, and their chil- dren, Tim, Joel, and Lia, will be the guests of Mrs. Rud- nick's parents, Mr. and Mrs. Morris Kramish, in their Los Angeles home.

The Bennett C. Southers, 994 Medford, and their children, Bennett, Jr., and Nancy, are entertaining Mr. Southers' par- ents, Mr. and Mrs. H. W. South- er of Chicago, Ill., who are vis- iting in the Ranch over the holidays. A brother, David Southern, of Merced, Calif., will be among the guests for Christ- mas dinner as will be Mrs. Southern's mother, Mrs. George Rodenback.

Mr. and Mrs. Charles Coates, 3645 Hampton, and daughter, Kitty, will spend Christmas with Mrs. Coates' parents at Corona del Mar.

Mr. and Mrs. Colin Le Feu- vre, 915 Cynthia, are the par- ents of a son, Eric, born Nov. 24 at St. Luke Hospital and weighing 6 pounds 5½ ounces. The maternal grandparents are Mr. and Mrs. Harold C. Mead of Pasadena. The paternal grandfather is George Le Feu- vre of Buffalo, N. Y. The Le Feuvres have another son, Richard Mead 1.

The William J. Winns, 1050 Pinebluff, will have a family dinner at their home. Mr. Winns' parents, Mr. and Mrs. Ben Winn, are visiting in the Riviera for the holidays from their home in Mexico. Mo. Mr. Winn's brother-in-law and sis- ter, Mr. and Mrs. J. C. Smith, of Alhambra and their children, Cindy and Bobby, will also be in attendance at the dinner.

Mr. and Mrs. Chase Wicker- sham, Jr., 990 Medford, and their sons, Chase and Johnny, will attend a family party in the Los Angeles home of the Chase Wickersham, Sr.'s.

The Guy R. Knudsons, 975 Pepperhill, and their children, Cheryl, Robyn, and Debra, will spend Christmas with Mrs. Knudson's parents, Mr. and Mrs. F. Nichols, in their Braw- ley, Calif., home.

Plans for a family dinner are being made by the A. Edsel Currys, 1055 Cynthia, and their children, Linda Kathy, and Mark, which will include Mrs. Curry's parents, Mr. and Mrs. Glenn Daggett of Huntington Park and Mr. Curry's parents, Mr. and Mrs. L. O. Curry of Monrovia.

Mr. and Mrs. Orville J. John- son, 1215 Tropical, and their children, David and Debbie, will entertain Mrs. Johnson's parents, Mr. and Mrs. Hugh Campbell, her brother-in-law and sister, Mr. and Mrs. Stan- ley Pederson, and their chil- dren, Myra Jean, Beth, Skippy, and Dicky at a family dinner.

The Warren H. Clines, 1215 Hastings Ranch Dr., and their children, Candy, Michael, and Stevan, will take part in a fam- ily dinner at the Burbank home of Mr. Cline's uncle and aunt, Mr. and Mrs. Clarence Khur.

There will be a family din- ner at the Roy O. Burnetts, 1020 Crestview, with their two smal- ler children, Leona and Jimmy, and a son-in-law and daugh- ter, Mr. and Mrs. David Bur- well, and their youngster, Ron- nie Dee, in attendance.

The Joseph Tampicos, 1115 Riviera, have planned an "Open House" for Christmas Day.

Mr. and Mrs. Cecil W. Davis, 1270 Rexford, and their children, Rexford, and their children, Murray and Lynne, are ready- ing their home for the arrival of Mr. Davis' mother, Mrs. R. E. Davis of Winnipeg, Canada, who is arriving in the Ranch to spend the winter.

Mr. and Mrs. James O. White, Jr., will have as holiday guests her parents, Mr. and Mrs. B. B. Carter, here from Wyoming, and her sister, Miss Nova Car- ter of San Francisco, and his parents, the James O. Whites from Idaho.

Mr. and Mrs. Stuart E. Mar- see, 924 Crestview Dr., and their sons, Fred, Jeff, and Wayne, will entertain Mrs. Marsee's mother, Mrs. Walter White of Portland, Ore., who will visit in the Riviera over the holidays. Mrs. Marsee's grandparents, Mr. and Mrs. Richard Bailey of South Gate, will also be in attendance for Christmas Day dinner.

Mr. and Mrs. Howard Shelton and their two children are ar- riving this week to spend Christmas with Mrs. Shelton's brother and family, the Wil- liam Blackfords, 3690 Fair- meade. Also to gather around for the traditional feast will be Mary Margaret Blackford and Virgini Tiff of Los Angeles. The Sheltons will stay through the holidays to take in the Rose Parade.

Mr. and Mrs. Calvin Ander- son, 3855 Landfair, and chil- dren, Carol, Sandra and Stevie, will journey to Mr. Anderson's parents in Auburn for Christ- mas.

Mr. and Mrs. Peter H. Hurtig, 3545 Landfair, Susan and Caryl, will have as Christmas dinner guests, Mr. Hurtig's brother's family, the LeRoy Hurtigs, his sister, Mrs. Hilda Wendt, and Mrs. Hurtig's mother Mrs. Ed- na Hutchinson.

Mr. and Mrs. William Taylor, 3625 Fairmeade, will entertain her sister's family, the Don Carmels of Arcadia, on Christ- mas Day.

The Rex Thompsons, 3705 Mayfair, will have Mr. Thomp- son's parents, Mr. and Mrs. D. W. Thompson, San Diego, for Christmas and New Year's Day visits.

Mr. and Mrs. Arthur A. Hoff- mire, 3725 E. Sierra Madre, will attend a family dinner at the Reseda home of their son-in- law and daughter, Mr. and Mrs. Cal Gray, and their son, Cal, Jr.

A special guest this Christ- mas season at the home of Dr. and Mrs. Ralph Rifferburgh, 3730 Mayfair, will be Dr. Rif- ferburgh's mother from Black- burg, Va. She is arriving Christ- mas Eve and will stay through New Year's.

FREE DELIVERY
To Upper and Lower
Hastings Ranch and
Sierra Madre
DIAL
CU. 5-3456
Liquors . Prescriptions
Sundries . Cosmetics
S. & H. GREEN STAMPS
SAM PERLOF
ROYAL DRUGS
17 KERSTING COURT

Ranchettes

Mr. and Mrs. Richard A. Co- senza, 985 Pepperhill, are the parents of a daughter, Cirina Michele, born Nov. 29 at St. Luke Hospital and weighing 8 pounds 1 ounce. The maternal grandmother is Mrs. Guada- lupe Valdivia of Venice, Calif. The paternal grandmother is Mrs. Latifa Cosenza also of the beach city. The Cosenzas have two other children, Regan 8 and Monica 5.

A first son, Thomas Preston, was born to Mr. and Mrs. Ger- ald R. Fahey, 1215 Coronet, Dec. 14 at Huntington Memori- al Hospital and weighing 8½ pounds. The maternal grand- parents are Mr. and Mrs. Wil- liam Preston of Orillia, Ontario, Canada. The paternal grand- parents are Mr. and Mrs. Thomas E. Fahey of Bridge- port, Conn. The Faheys have two daughters, Margaret Ann 4 and Mary Beth 2.

A daughter, Cynthia Sue, was born to Mr. and Mrs. Wil- liam F. Johnson, 1095 Riviera, Dec. 3 at Huntington Memorial Hospital and weighing 7 pounds 2 ounces. The maternal grandparents are Mr. and Mrs. Karl Palm of Pasadena. The paternal grandparents are Mr. and Mrs. Carl Johnson of Bell. The Johnsons have two other children, Pam 7 and Bret 2.

The Kenneth A. Millards, 1130 Medford, are the parents of a second son, David William, born Nov. 29 at St. Luke Hospi- tal and weighing 7 pounds 11 ounces. The paternal grand- mother is Mrs. June Millard of Royal Oak, Mich. The Mil- lards other son is Richard Steven 2½.

A special guest this Christ- mas season at the home of Dr. and Mrs. Ralph Rifferburgh, 3730 Mayfair, will be Dr. Rif- ferburgh's mother from Black- burg, Va. She is arriving Christ- mas Eve and will stay through New Year's.

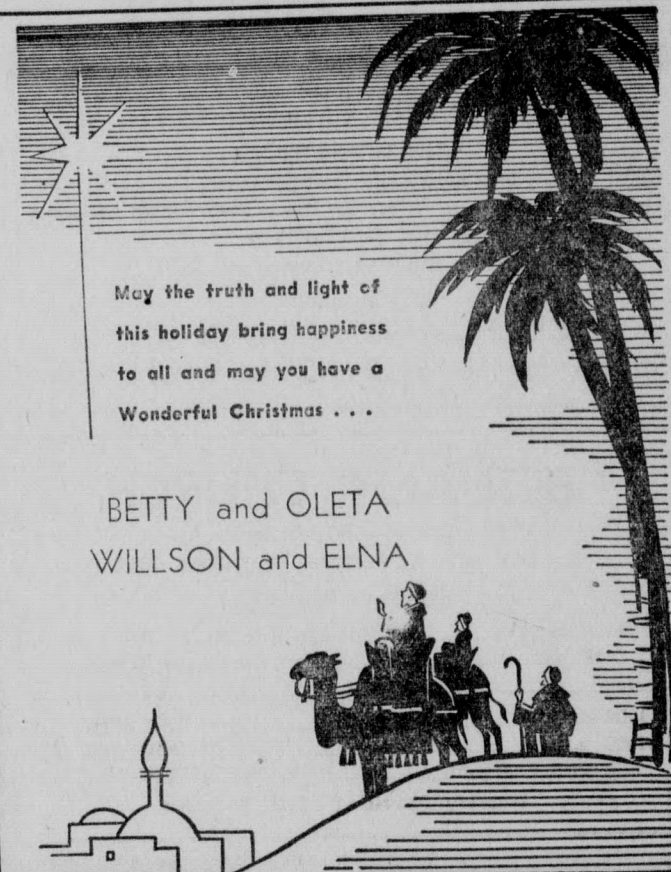
Season's Greetings

from
HANK WHALEN



May Yours be a Wonderful Holiday!

ART'S PET SUPPLY



BETTY and OLETA
WILLSON and ELNA

Fashion Future Sierra Madre



Season's Greetings

Good luck, good health,
good cheer to you.
May your pleasures be many,
your troubles few.
Here's to old friends
and those that are new.
May we always be counted
among them, too.

HAPPY'S STAFF
Enjoys Christmas, Too!

CLOSED CHRISTMAS DAY

Happy's LIQUOR STORE

12 W. Sierra Madre Blvd.

Ayres' Win Sweepstakes In Christmas Contest

Mr. and Mrs. Charles Ayres, 3880 Canfield, won the sweep- stakes award in the Christmas outdoor decoration contest in the lower Hastings Ranch. Judges also decided their dis- play most depicted the spirit of Christmas—the silhouette of a shepherd and his lamb fol- lowing the Christmas star.

Mrs. H. C. Wendt, 3695 Land- fair, took second in that divi- sion with a "Silent Night" dis- play. Other winners:

Nativity Division — Mr. and Mrs. Charles Coates, 3645 Hampton, first, with a manger scene, and Mr. and Mrs. John Zeman, 3705 Hampton; Story Book division — Dr. and Mrs. Nicholas A. Renzetti, 3705 Newhaven, and Mrs. and Mrs. Robert M. Ashby, 3600 Fair- meade; Humorous — Dr. and Mrs. Elmer Morton, 3735 Sha- dow Grove; and Mr. and Mrs. Robert W. Noll, 3695 Fair- meade; Most beautiful — Mr. and Mrs. William R. Blackford, 3690 Fairmeade; and Mr. and Mrs. John Atkinson, 3795 Sha- dow Grove.

Judges, who drove through the Ranch and then met at the home of Mrs. Sheldon Milliken, 693 Rim, to announce winners, were Judy McQuiston, San Ma- rino Garden Club; Mrs. Theo- dore Hammond, Pasadena Gar- den Club; Mrs. Arthur Harvey, Forty Planters; Mrs. Allen Hicks, Sierra Madre Garden Club; and Mrs. Montclair Mc- Cabe, Seeders and Weeders.

The contest was the second annual one in the Ranch, and was sponsored jointly by the Hastings Ranch Garden Club and Las Jardineras.



Accounts opened or added
to on or before Jan. 10th earn
from the 1st.

This week, as we have done
every six months since our
founding in 1899, we are
making our 111th earnings
payment to our account holders.
Current Annual Rate is 3½%
We invite your savings; phone
write or visit us today.

PASADENA SAVINGS & LOAN ASSOCIATION

301 EAST COLORADO STREET
corner of Garfield
PASADENA, CALIFORNIA
PHONE SYcamore 5-5174
extended service
PHONE Rtan 1-5174

Free Parking 254 E. Union St.

See the Rose Parade, KTLA (5), 8:30 A.M., New Year's Day, in Black & White and Color!

Christmas Eve Night Watch At Congregational Church 11 P.M.

The Christmas Eve Watch Night Service will be observed Friday, December 24, at eleven p.m. in the First Congregational Church, 170 W. Sierra Madre Blvd., Harry P. Leach, interim minister.

Two solos will be sung by Colena Leach Anderson, "Cantique de Noel" and "The Lord's Prayer."

Mrs. Anderson is a graduate of Westminster Choir College of Music, Princeton, New Jersey. She has been a choir director and professional singer for many years.

The Chancel Choir of the

First Congregational Church will present two anthems, "O Little Town of Bethlehem" and "Silent Night."

Gregorian Rhapsody by Karg-Elert, the organ Prelude, will be given by Charles Oldham. He will also play the Postlude, "Toccata" from the 5th organ symphony by Charles Widor.

Holy Communion will be given following a Communion hymn.

Sunday, Dec. 26, at the 9:30 and 11:00 o'clock services, the Rev. Harry P. Leach will preach on "Sailing Into the New Year."

Christian Healing Stressed In Sermon

The healing comfort and love promised by Christ Jesus to those who trust in God is key-noted in the Lesson-Sermon "Christian Science" in all churches of Christ, Scientist, on Sunday.

"The prophecy came not in old time by the will of man; but holy men of God spake as they were moved by the Holy Ghost" is the Golden Text from II Peter (1:21).

In his "Sermon on the Mount" as related by the Apostle Matthew, Jesus counsels, "Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven." (Matt. 5:16)

In a correlative passage from "Science and Health with Key to the Scriptures" Mary Baker Eddy writes, "A Christian Scientist occupies the place at this period of which Jesus spoke to his disciples, when he said: 'Ye are the salt of the earth.' ... Let us watch, work, and pray that this salt lose not its saltiness, and that this light be not hid, but radiate and glow into noontide glory." (p. 367).

News of the Churches

The Gospel, Not Good Advice But 'Good News' Rev. H. Leach

Preaching on the theme "The Angel Chorus", Rev. Harry P. Leach of the First Congregational Church declared that the Gospel is infinitely more than good advice, it is "Good News". It isn't merely being good and doing good, not simply a moral code, a golden rule to do unto others as you would be done by. "The Golden Rule" said Mr. Leach, "in one form or another was in vogue centuries before Christ in China and Babylonia. The Gospel is immanent which means 'God with us'. The preacher went on to say that not all will believe this news. "It is queer," he said "how some will lend a ready ear to those who tell us that life can be made more glorious in a godless world; if we didn't believe the Christmas story or the Angels' Song". "Think of the dignity," he continued, "with which God has endowed human

Faith Lutheran Sunday Schoolers Present Pageant

"The Birth of Your King", sketching the Nativity in seven scenes by costumed characters, was presented last Sunday evening in the chapel by the pupils of Faith Lutheran Sunday School. It was well received by the 278 people who crowded the auditorium to its capacity. Under the direction of Warren Zeit, the production was the first of this type to be undertaken by the church school departments.

"CHRIST IS BORN" SUNDAY SERMON SUBJECT

"The Christ is Born" will be the subject of the Christmas Sunday (Dec. 19) sermon by Dr. Ethel Barnhart at Santa Anita Church of Religious Science, 778 S. Rosemead Blvd., Pasadena. Christmas Eve there will be a special Candlelight Service at 8 o'clock.

And earth was set that blessed morn within a golden zone. He must be born within the heart before He finds his throne. And bring the day of love and good, the reign of Christ-like brotherhood."

Adult Education Class At Jewish Center Dec. 28

The next session of the Adult Education Class of the Foothill Jewish Community Center, 212 N. Lima St., Sierra Madre, will take place on Tuesday, Dec. 28, at 8:15 p.m.

Dr. Charles W. Steckel, spiritual leader of the Center, will lecture on "The Religious Cultural and Social Structure of American Jewry". Dr. Nathan Jacobs will act as moderator for the evening.

Refreshments will be served. The public is cordially invited to attend.

Dr. Fred Trotter To Speak At Methodist

Dr. Fred Trotter, Superintendent of the Pasadena District of The Methodist Church, will preach at Church of Our Redeemer, Methodist, on Sunday, Dec. 26. Dr. Trotter will occupy the pulpit at both the 9:30 a.m. and 11:00 a.m. services. "The Christmas Symphony" will be the sermon theme. The choir anthem will be "Gesu Bambino" by Pietro Yon.

On Wednesday evening the Chancel choir will meet in rehearsal at 7:30 p.m. All those who enjoy singing are invited to join in the ministry of music.

Many Christmas Services At Faith Lutheran Church

"To those who have no local church home, we extend an invitation to participate in the Christmas services which will be held in our chapel at 835 Hastings Ranch Drive." This is the Christmas invitation of the Rev. A. Hesse, pastor of Faith Lutheran Church.

On Friday at 7:30, a Christmas Eve Carol service is planned. A feature of this service will be its simplicity. The reading of the Christmas Gospel will be interspersed with the singing of carols by the audience. The vested choir, under the direction of Warren Zeit, will present a special arrangement of "Silent Night". Luther's "Away in a Manger", "Lo, How a Rose E're Blooming" (Baker), "The Christmas Song" by Adams, and "Isaiah's Prophecy" (Ungemach). Dr. Edgar Flentje will present the organ selections.

Since "Christmas" refers to the celebration of Christ's birth

by means of a church service

—Christ's Mass, a Christmas Mass service will be conducted on Saturday at 9:00 A.M. Basing the meditation on the Christmas Gospel, the pastor will speak on "Four Fascinating Christmas Facts". Miss Lillian Bollinger will be the organist and choir-accompanist.

On Christmas Sunday at 9:15, a special feature is being planned for all departments of the Sunday School. In the 10:30 service, the choir will sing Geer's "Ding-dong! Merrily on High". Kenneth Euklen will present the Christmas selections on the organ.

St. Rita's Church Announces Hours of Christmas Masses

Christmas Day masses will be held at St. Rita's Church at the following hours: High mass at 6:30 a.m. with the adult choir under the direction of Mrs. Leola O'Connell, singing the Pietro Yon Mass of the Shepherds. The traditional Christmas carols will also be sung before and after mass.

Another High Mass, the Missa Brevis, will be sung at 8:30 a.m. by the children's choir, directed by Sister Marie Celine. Low masses will be held at 7:45 a.m.; 10:30 a.m. with the adult choir singing Christmas carols; and 12 noon.

Jack Wallenbrock Wins At Toastmaster Meeting

Jack Wallenbrock won honors as the "best speaker" of the evening at the recent meeting of the Sierra Madre Toastmasters at Zucca's Restaurant. He presented the theme, "You are all salesmen", in his prize-winning talk to the membership.

Bob Eastman was voted "most improved speaker" for his humorous satire, "Christmas Party Boobs." Bob Milo won the award for "Best evaluation" of a speech, while John Fleming, Milo and Bill Pett shared "table topics" honors.

The Sierra Madre Toastmasters invite persons interested in speech improvement to contact John Gaffey, vice-president at SYcamore 4-5009.



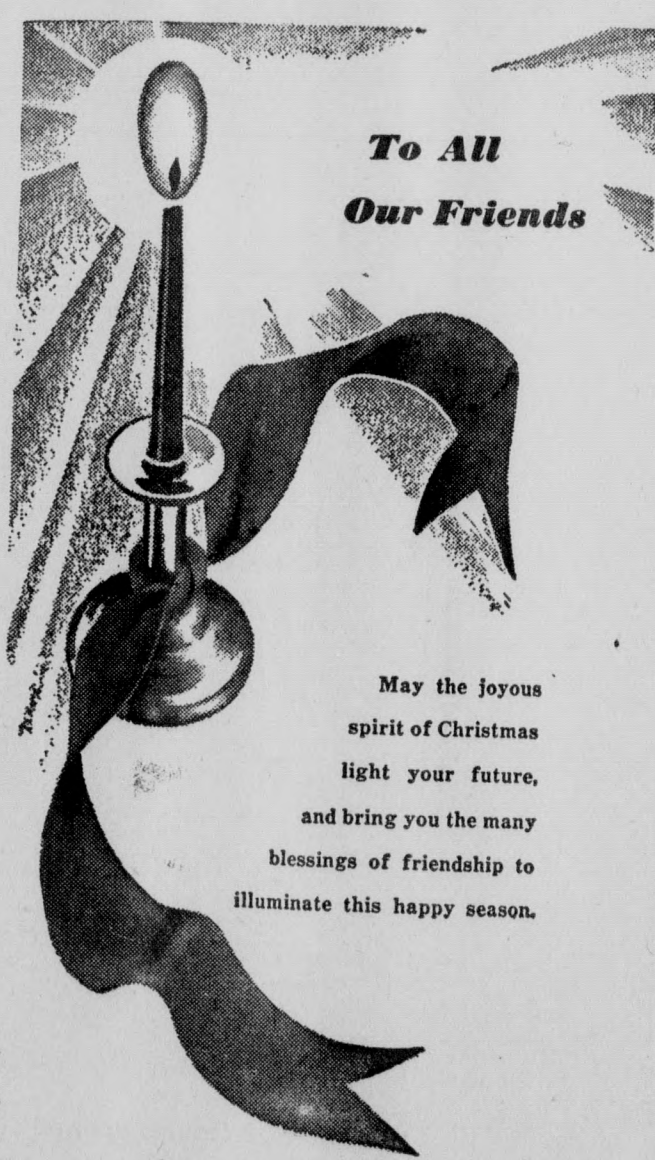
Rev. Robert H. Harper
Glory to God in the Highest.
Lesson for December 19: Psalms 148: 1-3, 11-13; Matthew 1: 18-25.
Golden Text: Psalms 95: 6.

This lesson, just preceding Christmas Day, fittingly begins with verses from the 148th Psalm, verses in which the glories of the heavens and all the people on earth, old and young, are exhorted to praise God.

The Virgin Birth was entirely logical and correct. As Jesus was both human and divine, it was natural that Mary should conceive by the power of the Holy Ghost. Thus Jesus partook of the divine nature and of the human. The Son of God became the Son of Man that he might lift men to heaven.

Nothing could be more instructive than an examination of the name of Jesus. In a dream, the noble Joseph was told to take Mary unto himself as his wife, assured that the Child she was to bear would be the Son of the Holy Ghost. He was directed to call the name of the Child JESUS because he would save his people from their sins. Jesus means Saviour, and it is the name of the Lord. Christ is his title, as President is the title of the Chief Executive of the United States. Christ means the Anointed One. So Jesus was anointed of God to save his people from their sins.

May this be the best Christmas our people have known because they make it the birthday of the Saviour and yield homage to him above all the lesser things of the season.



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6:30 p.m. Christian Endeavor Societies

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The Reverend Stephen J. Dibble, Assistant

CHRISTMAS EVE, DEC. 24

12:00 M. Midnight: Procession, Solemn
Midnight Mass

CHRISTMAS DAY, DECEMBER 25

7:30 A.M. Low Mass
9:00 A.M. Low Mass
10:00 A.M. Procession, Solemn Mass,
Address and Benediction

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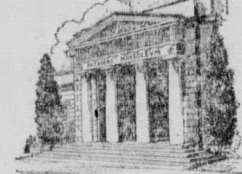
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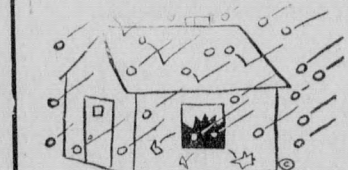

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Best of references. Free estimates. Reasonable prices
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Nickel's Pet Supply
Birds and Bird Supplies, Tropical Fish and Supplies, Fresh Horsemeat and Pet Supplies of all kinds. Delivered to your door. 720 W. Huntington, Monrovia. Phone ELLIott 8-2407.

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Anything in Plastering 25 Years in Business Office at
SIERRA MADRE TOY & PATIO VILLAGE
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PLUMBING and SHEET METAL
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HOWARD'S

Sierra Madre Kitchen & Bath Service
Formica Tops Installed Leaking sink areas repaired Metal tile or wallboard to modernize your bath.
Our work guaranteed
193 N. Lima St. CU. 5-6419

PRINTING

LEGAL NOTICE
(Continued from page 10)

for each such weighing machine.
(B) Every person engaged in the business of, or who in conjunction with any other business, uses, operates, rents, leases, hires, or maintains any machine, device, apparatus, table, game, music box, phonograph, radio or television, used or played by the public solely for amusement, pleasure or entertainment purposes, for which any sum is charged for its operation or which is operated by the deposit of a coin or slug in any slot, shall pay the following license tax: \$25.00 per annum for each such machine, device, apparatus, board, table or game, and \$15.00 per annum for each such music box, phonograph, radio or television.
(C) This ordinance does not authorize and no license shall be issued for any machine, device, apparatus, board, table, game, music box, phonograph, radio or television, the use or operation of which is prohibited by law nor for use upon any public street, highway, parkway or alley.

SECTION 11.22. Fortune Telling.
For every person engaged in fortune telling, astrology, palmistry, phrenology, card reading, crystal gazing, clairvoyance, hypnotism, mediumship, prophecy, or augury, the license shall be \$10.00 per day.
SECTION 12. Effect of This Ordinance.
Neither the adoption of this ordinance nor its superseding of any portions of any other ordinances of the City of Sierra Madre shall in any manner be construed to affect prosecution for the violation of any other ordinance committed prior to the effective date hereof, nor be construed as a waiver of any license or any penal provision applicable to any such violation, nor be construed to affect the validity of any bond or cash deposit required by any ordinance to be posted, filed, or deposited, and all rights and obligations thereunto appertaining shall continue in full force and effect.

SECTION 13. Unexpired Licenses Heretofore Issued.
Where a license for revenue purposes has been issued to any business by the City of Sierra Madre and the fee paid therefor under the provisions of any ordinance heretofore enacted and the term of such license has not expired, then the license tax prescribed for said business by this ordinance shall not be payable until the expiration of the term of such unexpired license. At the expiration of said unexpired license a prorated fee shall be charged so that all licenses shall be due and payable January 1st.

SECTION 14. Both Criminal and Civil Action Authorized by Failure to Pay License Tax.
The conviction and fine or imprisonment of any person for engaging in any business without first obtaining a license to conduct such business shall not relieve such person from paying the license tax to conduct such business, nor shall the payment of any license tax prevent a criminal prosecution for the violation of any of the provisions of this ordinance. All remedies prescribed hereunder shall be cumulative and the use of one or more remedies by the City shall not bar the use of any other remedy for the purpose of enforcing the provisions hereof.

SECTION 15. Penalty for Violation.
Any person violating any of the provisions of this ordinance or knowingly or intentionally misrepresenting to any authorized officer of this City any material fact in procuring the license or permit herein provided for, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punishable by a fine of not more than \$500.00 or by imprisonment in the City Jail or County Jail of Los Angeles County for a period of not more than six months or by both such fine and imprisonment.

SECTION 16. Severability.
If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council of the City hereby declares that it would have adopted this ordinance and each section, subsection, sentence, clause, phrase or portion thereof, irrespective of the fact that any one or more sections, subsections, clauses, phrases, or portions be declared invalid or unconstitutional.

SECTION 17. Repeals.
Ordinance No. 239 adopted and approved November 24, 1919, and entitled "AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE CITY OF SIERRA MADRE LICENSING AND REGULATING CERTAIN KINDS OF BUSINESS CARRIED ON IN SAID CITY AND FIXING A PENALTY FOR THE VIOLATION THEREOF, AND REPEALING ORDINANCE NO. 208 OF SAID CITY AND ALL OTHER ORDINANCES AND PARTS OF ORDINANCES OF SAID CITY IN CONFLICT THEREWITH, (AS AMENDED BY ORDINANCES NO. 308, NO. 310, NO. 322, NO. 346 AND NO. 362)," and all ordinances amendatory thereof are hereby repealed; provided, however, that any such repeal shall not affect or prevent the prosecution and punishment of any person, firm or corporation for any act done or committed prior to the effective date hereof, in violation of any ordinance which is repealed hereby.

SECTION 18. The City Clerk shall certify to the adoption of this Ordinance and prior to the expiration of fifteen (15) days from the passage thereof, shall cause the same to be published once in the Sierra Madre News, a newspaper of general circulation, published and circulated in the City of Sierra Madre, and thirty (30) days from and after the final passage thereof said Ordinance shall take effect and be in force.

I HEREBY CERTIFY that the foregoing Ordinance was adopted at a regular meeting of the City Council of the City of Sierra Madre, held on the 14th day of December, 1954, by the affirmative vote of at least three Councilmen, to-wit:

AYES: Councilmen Pratt, Wood, Roberts, James and Louk.
NOES: None
ABSENT: None
L. MARIE WARFEL
City Clerk of the
City of Sierra Madre.

SIGNED AND APPROVED THIS
14th day of December, 1954.
CHARLES E. LOUK
Mayor of the
City of Sierra Madre.

ATTEST:
L. MARIE WARFEL
City Clerk.
Publish: December 23, 1954.

**Craft Program
At City School
During Holidays**

A Craft program for pupils in the second to the sixth grades will be held at the Sierra Madre School cafeteria from 10 to 12:30 Monday through Friday, Dec. 27-31.

All children in these grades are invited to participate in the program which includes work in felt, leather, wood, paper and artificial flowers.

The afternoon program will include basketball for boys.

**Coordinating
Council To Ask
For Better Films**

The subject of the caliber of motion pictures available to young people in the Sierra Madre vicinity was reopened at the December meeting of the Coordinating Council.

In the past, many parents have objected to the combination of pictures shown at one time. Often one picture is good for youthful consumption, while the second is not. At other times, trailers, or portions of advance showings have been considered unfit for children.

At the meeting, Mrs. Gifford P. Eastwood, representing the PTA at the Council, suggested that a letter be framed by representatives of St. Rita's Ascension Day School and the City Schools, asking exhibitors to use greater care in selecting films of high quality. The letter will be sent out under the signature of the Co-ordinating Council.

Since Government Mints in the U. S. first started minting five-cent pieces on May 19, 1886, they have turned out more than four and one-half billion of them. Although commonly referred to as "nickels" the five-cent coins contain only 25 per cent nickel, the balance being copper.

hikes, motion pictures and variety of games for the period of Dec. 27-31.

LEGAL NOTICE


**NO. 376
NOTICE OF PUBLIC HEARING
BEFORE THE PLANNING
COMMISSION**

NOTICE IS HEREBY GIVEN that Robert Bluemel has filed with the Planning Commission of the City of Sierra Madre an application for a variance from the provisions of Ordinance No. 391, for permission to erect a second single family dwelling on property described as follows: Tract No. 13320. Lot com. at N. E. cor. Lot 16 th. south 0° 11' 30" West 75 ft. thence N. 89° 58' 40" West 382.45 ft. thence North 0° 15' East 75 ft. thence South 89° 15' East 75 ft. thence south 89° 58' 40" East 382.37 ft. to point of beginning.

That pursuant to the provisions of Ordinance No. 391, of the City of Sierra Madre, as amended, Thursday, January 13, 1955 at the hour of 8 o'clock P.M. in the Council Chambers in the City Hall of Sierra Madre has been fixed as the time and place for holding public hearing upon said application.

The application for variance is based upon the grounds that there are special circumstances attached to said property which generally do not apply to other properties in the same district and vicinity, that the granting of a variance as aforesaid will not result in a material damage or prejudice to other property nor be detrimental to the public welfare or injurious to persons in the vicinity thereof.


Dated: December 20, 1954
BY ORDER OF THE
PLANNING COMMISSION
Beatrice Thompson,
Secretary.
Publish December 23, 1954.



In sincere and friendly appreciation of your patronage, we extend to all of you — our warmest wishes for A VERY MERRY CHRISTMAS!

ANTHONY HEATING and VENTILATING CO.

Happy Holiday!
To One and All!



ANDY and BILL'S
FRIENDLY SERVICE

USE NEWS WANT ADS FOR QUICK RESULTS! WANT TO FIND IT?—LOOK IN THE WANT ADS



★ ...if you follow the Christmas Star

... may that star, that spirit of Christmas

shine brightly in your home today and forever in

your heart.

This is the Christmas wish we make for you and

your loved ones.

McBratney's

myrtle at lemon



monrovia

Merry Christmas
LAST MINUTE CHRISTMAS FOOD SAVINGS!

We Suggest...
Nabisco
RITZ
CRACKERS
1-LB. PKG. **29¢**

We Suggest...
Embossed
ZEE
NAPKINS
80 Count **10¢**

First Quality
BROOKFIELD
BUTTER
62¢ lb

Delicatessen
"HOME-CLEAN"
OSCAR MAYER ALL MEAT
STICK BOLOGNA **39¢**
RICH, FULLY-AGED
TILLAMOOK CHEESE **65¢ lb**

Tastiest MEATS in Town!
ROBERTS "OLD MILL" 100% PURE, LEAN
♦ PORK SAUSAGE **39¢ lb**
OSCAR MAYER GRADE "A" CROWN QUALITY
♦ SLICED BACON **49¢ lb**

Sea Foods
FRESH FILLET
PETRALE **59¢ lb**
SOLE **59¢ lb**
SOLID, WHITE
JUMBO SHRIMP **79¢ lb**

Swift's Premium
RED LABEL—FULLY COOKED
♦ HAM ♦ **59¢ lb**
14 to 16 Lbs.

EASTERN SOLID PACK
LIBBY'S PUMPKIN NO. 2 1/2 CAN **11¢**

OCEAN SPRAY FINEST
CRANBERRY SAUCE 16-oz. CAN **18¢**

GLORIETTA CALIFORNIA
TOMATO JUICE 46-oz. CAN **22¢**

LAURA SCUDDER'S SALTED
VIRGINIA PEANUTS 8-oz. TIN **25¢**

DOLE FANCY HAWAIIAN
SLICED PINEAPPLE NO. 2 CAN **25¢**

Vegetables & Fruit
CRISP, MEDIUM SIZED STALKS OF
FANCY CELERY **2 FOR 13¢**

FANCY, SWEET, FOOTHILL GROWN
NAVEL ORANGES **4 LBS. 19¢**

FANCY, NORTHERN, GARDEN-FRESH
HEAD BROCCOLI **2 LBS. 19¢**

FANCY U. S. NO. 1, MEDIUM TO LARGE
RUSSET POTATOES **10 LBS. 39¢**

Merry Christmas!
To All of You From All of Us

HUGGINS YOUNG COFFEE
Regular Drip Or Silex **95¢ lb**

FROZEN FOODS
LIBBY'S CONCENTRATED ORANGE JUICE 6-oz. Can **15¢**
BIRDS EYE QUICK-FROZEN GREEN PEAS 10-oz. Pkg. **16¢**
PRIME FROZ'N CALIFORNIA BOYSENBERRIES 10-oz. Pkg. **19¢**

Give a Christmas FOOD BASKET!
THERE IS NO NICER GIFT!
You Select It! We Pack It!
— FREE Gift Delivery on Friday —

These Prices Effective WEDNESDAY, THURSDAY, FRIDAY, December 22, 23 & 24

Roberts Market

On the Corner

SIERRA MADRE

On the Square